

# THE LUXE CAFÉ



*"If you have an eye towards all that is new, a breakthrough and straight from an expert, if you appreciate luxury as an expression of innate aesthetics, if knowing better means only that which comes from the best, then The Luxe Café is your space to be. It is more than just a website, it is your very own quick gateway to a world of luxurious, enriching, premium lifestyle",* shared **Manisha Mayur Shekhar**, Editorial Director & Founder, TheLuxeCafe.com

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TheLuxeCafe.com is fashioned as a virtual salon for the serious purveyors of luxurious living and has a distinct approach sharing first-hand information and a 360 degree view of elite, lifestyle choices. It is poised to be a one-stop hangout for the connoisseurs of exclusive tastes, travels, technology and much more. It is for all those who ever wanted to get first-hand, authentic information and advice on premium brands, and also for those who do not have convenient access to such brands/information.

The Luxe Café, as envisioned by Manisha Mayur Shekhar [ex-journalist and luxury marketing expert], will bring India's growing numbers of brand-conscious buyers and luxury-enthusiasts in close touch with all that is happening, that is new and that comes straight through the experts from the world of luxury.

The Luxe Café features an extensive range of original well-researched content under Fashion, Interiors, auto, real estate, travel, gastronomy, personas and luxe talks. Ambitious in its scope and outreach, The Luxe Café is geared at giving a curated, international, singular experience to the reader who is not just fed sumptuous images but also informative, quality and experiential content, difficult to come by. It also plans on being a platform for brands to put their products and offering in the spotlight while reaching out to The Luxe Café's substantial list of luxury-enthusiast subscribers from all across.

Personalities like HH Maharaja Gaj Singh, Rosita Missoni - founder of the Italian fashion house Missoni, Malav Shroff - boating tycoon, Dinaz Madhukar - President of DLF Emporio, Riccardo Bestetti - creator of bespoke Italian men's shoes, are a few names from among the growing selection of famous aesthetes joining in the cause of TheLuxe Café.

As Manisha sums up, "With our monthly bouquet of fresh stories and features, this e-zine aims to bring to fore our research and recognition of people, places and avenues of fine living, so each month has its own flavours, highlights, discoveries. All of this is not merely content, but adds up to becoming a guide to luxury for our discerning audience. The Luxe Café, therefore, is poised to become an essential companion to those who know not only the difference between chalk and cheese but also cheese and charcuterie!" Indeed luxury just turned more luxe.