

ALECCA CARRANO

36 Shahpur Jat - New Delhi -110049

17-JANUARY-2012

Press Release

The international brand **Alecca Carrano** expands her presence in India and introduces a modern and innovative shopping experience to her clients:



drawing room

dr (drawing room) is a Concept Store offering a highly selective mix of of brands and products. Inviting and eclectic, Drawing Room is a one-of-a-kind shopping experience combining Indian and European chic. The carefully edited collection includes fashion, home accessories, art, cosmetics, and jewellery. It's affordable luxury for daily use.

The shopping experience starts at

ARTE — CAFÉ

ARTE CAFE with an Italian cappuccino or a traditional Indian **MITTAL** tea,

MITTAL from the mystical land of India brings to the **drawing room** the finest qualities of teas. Savour characterful and fragrant teas, gives to the clients' senses a feel of the enchanting aroma and a lingering taste. **MITTAL**'s tea tasters lose themselves in the charm of the flavours and they will be part of a truly impeccable experience in the **drawing room**.

then set off to explore the unique offerings of the **drawing room**:

ALECCA CARRANO COLLECTION

ALECCA CARRANO

Alecca Carrano is a renowned name in the fashion circles in European & US markets. Of Greek origin, Carrano was born in Lebanon and raised in Vienna. Her multi-cultural heritage and experience has lent directly to her fashion sensibilities. Carrano, a graduate of FIT (Fashion Institute of Technology, New York), began her career as a fashion editor in New York City. She went on to work for Vogue Italia, during which she collaborated on many fashion advertising campaigns. In the early 90's, Carrano was amongst the first designers in the United States to create evening wraps and shawls. A legacy/ style she continues to experiment with in her current collections.

TANDOORI COLLECTION

TANDOORI

Designed by Alecca Carrano ,TANDOORI is a collection of children's wear that has been directly inspired from the women's wear collection. Most of the line is for girls in very happy and yet soft colors. The fabrics were translated into more comfortable cottons and easily cared for materials. The collection's look is easily recognizable as Alecca Carrano due to the themes in embroideries as well as the shapes of the garments.

ARTTHOUGHTS



Word of art concept Gallery:

“In Conceptual Art, idea or concept is the most important aspect of the work. When an artist uses a conceptual form of art, it means that all of the planning and decisions are made beforehand and the execution is a perfunctory affair. The idea becomes a machine that makes the art.”
Sol Le Witt

drawing room dedicates a space to display art concepts. The first artist to be displayed is Artemisia. Artemisia is Alecca's youngest daughter, 12 years old. In 2009 Artemisia had her first very successful show at the Alliance Française in New Delhi together with her mentor Myriam Crolle Paren named “ Buddhas and Turbans”, the Indian Express covered the event: “It is often said that being in the company of erudite people rubs off effectively. That has been the case with Artemisia Maria Carrano, the youngest daughter of Greek-Lebanese fashion designer Alecca Carrano. The 10-year-old made her debut as an artist with a two-day exhibition which

began on Monday, along with her French teacher Myriam Crolle Paren, 50, at Galerie Romain Rolland in Alliance Francaise in Delhi. “I have known Artemisia for quite long. She is quite talented and loves painting and drawing. She has a good idea of proportion. In fact, she is so good that I recommended her to begin painting on canvas,” says Paren, who has been teaching Carrano since 2006.”

For the opening of the **drawing room**, Artemisia, guided by Myriam Crolle Paren presents the “Lotus” series. Artemisa’s love to India continues.

NAVRATTAN



NAVRATTAN is a very well established silversmith in New Delhi, with a decades long international reputation for supreme quality jewels. **ALECCA CARRANO** has selected for the **drawing room** a collection of Victorian inspired earrings that complement her Art Nouveau influenced line.

GALAXY 20



GALAXY 20 is a modern lighting collection designed by Marco Carrano in Milan and produced by Pragati Industries in India. Marco’s is Alecca’s husband, an international architect. He has designed retail projects in America for major fashion brands such as, Ferragamo, Bulgari, Etro, Audemars Piguet. Marco designed prestigious luxury hotels for Westin in Chicago, Camino Real in Acapulco, Romeo in Naples.

Presently is completing the Radisson Blue Hotel project in Kolkata, scheduled to open in July 2012. The Hotel is rated Platinum from the LEED organization for sustainable building (there is only one hotel rated Platinum in the world, the Radisson Blue Kolkata is going to be the second one in the world). Marco has designed the exterior and the interior of the Radisson Blue Kolkata as well as many lighting fixtures of the projects. Among them the “Marcolina” Lamp on display at the **drawing room**

ZEN



“Always considering the high quality and continuous possibility for betterment.” **ZEN LITZZ** with this motto offers a vast variety of innovative fixtures in brass metals, cast metal, cut crystals, enamel overlay, hand cut crystals plain glass etc. **ZEN LITZZ** feels proud to have the opportunity to illuminate many religious places, prestigious institutes, multi-starrer hotels and bungalows. **ZEN LITZZ** wishes to experience the journey of en-lighting the lifestyles of the **drawing room**

LUNAZEF



LUNAZEF is a brand created by Delphine Culmann a French artist designer based in India. **LUNAZEF** brand has been inspired by the Indian popular icons of the 70' and 80'. **LUNAZEF**'s products are unique, elegantly kitsch and decadent. They bring happy and positive feelings in the **drawing room** where cappuccino or tea is served in the famous **LUNAZEF** mugs.

Drawing Room opens on January 24, at 36 Shahpur Jat, New Delhi.

For information call Stephenie at 011 41006563

Or email: info@aleccacarrano.com, stephenie@aleccacarrano.com