



## **Ravissant** **A World of Ultimate Elegance** **Ravi Chawla**

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- Story of a brand uncompromisingly fulfilling wishes of the most discerning international connoisseurs
- Chronicles the outstanding entrepreneurship of Mina and Ravi Chawla
- Takes us on a journey to the heart of luxury
- Showcasing the best of Indian traditional craftsmanship to the world

Art, culture and the finer things in life were integral components of the highly sophisticated societies of ancient and medieval India. Throughout history, India has introduced many different luxury materials to the world. It has been the birthplace of distinctive traditional designs and crafting technologies, with breathtaking level of skill and refinement.

Since gaining Independence in 1947, modern Indian economy has gathered pace considerably by the 21st century. While the world's best-known luxury brands were developed over generations in the Global North, modern India's domestic luxury market has rebuilt and progressed under different circumstances. This is the backdrop for the success story of Ravissant. Two young entrepreneurs, Mina and Ravi Chawla, developed a deep and keen understanding of India's rich heritage and European standards of luxury and created Ravissant — a brand that uncompromisingly fulfills the wishes of the most discerning international connoisseurs. Chronicling over five decades of their outstanding entrepreneurship, Ravissant takes us on a journey to the heart of luxury.

**Ravi Chawla**, along with wife Mina Chawla, is the co-founder of Ravissant Pvt Ltd. With over two decades' experience in working with Indian handicrafts, the Chawlas in 1982 established Ravissant — a brand that introduced a new dimension to the world of luxury living and dressing in India. Building a standing along with the global names such as Dior, Chanel, Hermes and Cartier, the Chawlas placed India firmly back on the map of modern-day world of luxury. They also collaborated with Cartier to open boutiques in Delhi and Mumbai.