

News Release

Knight Frank celebrates India's luxury and heritage at the 12th edition of The Wealth Report

~Hosts an evening of timeless elegance with IMPACT 2018 by the IMC Ladies' Wing~

17th March 2018: Knight Frank India, the leading global real estate consultants, unveiled the 12th edition of The Wealth Report 2018 at a glittering evening on March 16th at the Taj Lands End, Mumbai. Glimpses of India's hidden richness were unravelled at a glittering night in Mumbai With the upper crust from the world of business, luxury, art, auto and real estate congregating to discover the latest trends in the uber luxury landscape across India and the globe.

This year the evening also showcased "IMPACT 2018", an initiative by the IMC Ladies' Wing that paid tribute to India's handwoven heritage, a celebration of the ancient art of textiles. The show featured co-creations by eight rural women-artisan-and-urban-designer pairs who brought to the fore the exemplary work of faceless women artisans from different parts of India - Gujarat, Madhya Pradesh, Bengal, Nagaland, Rajasthan and New Delhi. The idea of promoting the artisans and the weavers paired with renowned designers was aesthetically conceived by the IMC Ladies' Wing - IMPACT Committee and curated Radhi Parekh, Founder & Director of ARTISANS' Centre.

Commenting on The Wealth Report 2018, Mr. Shishir Bajjal, Chairman & Managing Director, Knight Frank India said, ***"India's wealthy population has burgeoned nurtured by its strong economic fundamentals. And, the country is set to see a massive upsurge in this discerning set of individuals over the next half a decade. To celebrate the occasion we have revisited the country's traditional treasures of luxury: weaves, craft-forms, music and art"***.

Added Ms Nayantara Jain, President, IMC Ladies' Wing, ***"For women artisans who create textiles, the process of transforming them into garments together with fashion designers was entirely new. As artisans and designers collaborate, often crossing barriers of language and geography, new ideas and attitudes emerged, which we have been proud to showcase at IMPACT 2018"***

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Walking the runway dressed in ensembles created by the collaboration of Women Artisans X Designers for IMPACT 2018 were women achievers from across various fields including Princess Krishna Kumari of Panna, Princess Diya Kumari of Jaipur, Neerja Birla, Roshni Kapoor, Evelyn Sharma, Prerna Arora, Tasneem Mehta and many more. Other eminent guests at this gala evening included the **matriarch of the Ambani clan, Kokilaben Ambani, Roland Folger (MD & CEO at Mercedes-Benz India Pvt. Ltd.), Rosimar Da Silva Suzano (Consul General of Brazil), Anja Klos (Head of Consular Affairs – Germany), Shabana Azmi, Pawan Goenka, Nisha Jamval, Pallavi Jaikishan. Reena Roy, Pria Kataria Puri, Francois Sturdza, Cecilia Parikh, Ranjit Shahani and Ananya Birla.**

Also, a part of the high octane evening was a performance by Manganiyar maestro, **Mame Khan** who enthralled the audience with his signature earthy fusion of Sufi folk music. For art connoisseurs **DAG** auctioned a selection of pre-independence masters including the works of F.N. Souza, Jamini Roy and M.F. Husain to name a few, to raise funds for **The Akanksha Foundation** who will receive part of the proceeds, towards providing high quality education to children from underprivileged pockets of the society. For those fascinated with the soft purr of engines, Mercedes and **Autohangar** showcased their gorgeous looking new Mercedes-Benz S-Class. And last but not the least, those looking at picking a luxury home in the UK got an opportunity to view the elegant and sophisticated properties by the award winning UK developer, The Berkeley Group.

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For Media Queries, Please Call:-

Meghna Shah
TANDEM COMMUNICATIONS
66614313 / 66615041
Tandem.comm@tandemcommunication.net

Aanchal Shetty
Knight Frank India
+919930542661
Aanchal.shetty@in.knightfrank.com