

PRIAKATAARIA PURI



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Pria Kataaria Puri – Designer

Objective

To create a positive brand image and create media buzz for the affluent designer Pria Kataaria Puri



Pria Kataaria Puri – Designer

Some Major PR Activities

- YouMe&We has handled Pria in LFW for 6 seasons since 2008
- We have launched over 12 collections for Pria Kataaria Puri
- YouMe&We has managed press and media coverage for various events that Pria Kataaria has been a part of. To name a few:
 - Pria as Brand Ambassador Cappuccino Collection Jewellery
 - Pria's & M.F. Hussain conversations before his demise
 - Showcase of Rajputana Collection at Novotel Hotel
 - Pria Kataaria Puri immortalized on canvas by artist
 - 3 day Grant Charity Event 'India Fashion Week' in Geneva for royalty of Switzerland was highly publicised in Mumbai, Delhi, Chennai & Bangalore

- Pria's success after-party at Diplomat Lounge, Ghyatt for LFW A/W 2011
- India Resort Fashion Week Preview Soiree at LIV for Pria
- Pria's red carpet collection launch at IIJW 2012 (Jewellery Week) for Cappuccino Collection
- Pria putting together looks for Priyanka Chopra & Mahie Gill for Zanjeer 2
- Picasso collection showcase at India Resort Fashion Week, Goa
- Pria's collection showcase at Mc Dowell's Signature Premiere Derby 2013
- Pria being a part of BETI show for Shashi and Anu Ranjan

- Pria Kataaria Puri at the Chennai Fashion Week
- Pria's showcase at Bangalore Fashion Week
- Pria's showcase at Kuwait Fashion Week
- Pria's showcase at Dubai Fashion Week
- Pria's collection launch at Pune store
- Marketing Support i.e. hoarding suggestions, magazine tie-ups and related logistics

Results

Pria Kataaria Puri has widely build a positive brand image and an esteemed relationship with an array of press. She is recognized as an established and internationally acclaimed designer having great respect as well as positive brand recall

me-time

JUST LIKE HEAVEN

PRIA KATAARIA PURI

The one place where I like to be all alone and spend the time with myself in my studio... I visit this place with my laptop, drawing books and like to sit and design clothes here... I have some very special moments of my career and design process... I have some very special moments of my career and design process... I have some very special moments of my career and design process...

Asian Age / Deccan Chronicle

Massages are Pria's relaxation recourse

Celebrity fashion designer *Pria Kataaria Puri*, who manages a high-profile and often tiring career, feels that mental harmony is of paramount importance

Fashion designing is an extremely creative field, and it often exhausts a person... To rejuvenate my mind and forget about stress, I dance, walk or run.

PRIA KATAARIA PURI FASHION DESIGNER

Asian Age / Deccan Chronicle

PRETTY PANTS

A big trend on the Indian ramps was embellished leggings and textured churans for Fall. *Neelima Thakur* decides the look.

...to see how it looks on the runway... Pretty pants... to see how it looks on the runway... Pretty pants...

Bombay Times

fashion folio

It's time for code orange

PRIA KATAARIA PURI

This spring bright tangerine and oranges would look fabulous in almost all styles ranging from brightly printed kaftans to a sensuous honey chiffon gown... This hue is very vibrant, so one should wear only one thing in orange at a time... Orange suits dress with orange bag or orange shoes is a big no-no... If you want to have it simple and not go over the top, then you can follow it down by teaming up orange with metallics, black or neutral colours like white or gold.

Asian Age / Deccan Chronicle

MF Hussain is not my name!

Experts from artist's last few exhibitions...

HT Cafe

AND THE FASHION COUNTDOWN BEGINS

PRIA KATAARIA PURI

...the countdown begins... the countdown begins... the countdown begins...

Mid-Day Bangalore

THE SHOWSTOPPERS DO THE TALKING

Let's paint IT RED

...the showstoppers do the talking... the showstoppers do the talking... the showstoppers do the talking...

DNA Bangalore

MUMBAI Monday 14 March 2011 31

Dual inspiration, single collection

PKP merges the concrete and abstract.

PRIA KATAARIA PURI

...dual inspiration, single collection... dual inspiration, single collection... dual inspiration, single collection...

Asian Age



Best Celebrity Style Trend
BLUE BELLES

- BEST DRESS**
MAHEEP KAPOOR in Sloop NYC at the launch of her jewellery line in Mumbai on Oct. 25.
- BEST BLOUSE**
PRIYANKA CHOPRA in Anand Bhushan at the launch of her jewellery line in Mumbai on Oct. 25.
- BEST HAT**
PRIYA KATARIA PURI in Ralph Lauren at an art show in Geneva.

PEOPLE

PEOPLE November 16, 2

DNA AFTER HRS

showcase her creations at a special Diwali show in Geneva



GIVING BACK

Priya will be displaying an Indo-Western fusion collection comprising saris, tunics and kaftans inspired by the rich Persian culture. "Last time my kaftan collection was very well-received. I've kept the designs very luxurious and elegant. I've also designed a range of silk scarves which will be sold on the charity's website. Such events are a great way to display Indian fashion on an international platform," adds the designer who hopes to raise a considerable amount from the show.

Aside from her charity initiatives, Priya has her hands full with a number of other projects. "I'm working on a new line for the resort fashion week in Goa later this month, which is inspired by the works of Picasso. I'm also busy with my first film project, *Zarjeer 2* and have just finished working with Mahie Gill and will soon start styling Priyanka Chopra," she adds.

I've kept the designs very pos and elegant. I've also designed a range of silk scarves which will be sold on the charity's website.

Weight Loss

FIT BY DESIGN

A fashion designer sketches her own blueprint to get back into

Priya Kataria Puri remembers being roused by her dad at 6AM daily as a child to accompany him on his morning walks or for tennis classes. "At that time my brother and I hated the show and never really understood the importance of physical activity. But today, as I get older, I realize how crucial those habits were in laying the foundation for the fit way of life. As I grew up I developed an interest in adventure sports and other sports activities," explains the 39-year-old fashion designer. "So I was fairly fit through most of my youth."

THE GAIN
Priya's woes will her weight started after her first pregnancy when she developed thyroid problems. "After my first delivery in 1994 I was losing a lot of weight. Tests indicated the cause was due to a hyperthyroid condition." She was put on medication and told to eliminate all soy products and the mineral zinc from her diet. Over 3 years Puri's thyroid condition got corrected and she was taken off medication.

THE CHANGE
Unfortunately, Priya's hyperthyroid condition caused her metabolic rate to drop steeply, making weight loss an uphill battle. "I could starve all day long and still not lose a gram," she says grimly. "My father researched her condition on the internet and came to the conclusion that the only way she could shed the extra pounds safely was to follow the Organic way of life."

DIET
"According to my dad all the chicken and meat we eat today have chemicals in them and are injected with steroids. These steroids together with my thyroid medication were negatively impacting my system." she says Puri.

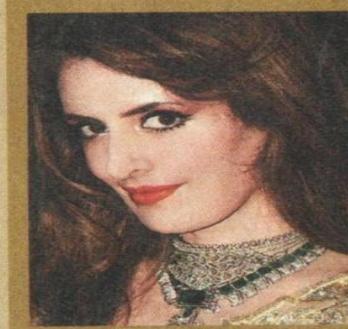
THE REALIZATION
Puri's ballooning waist was swiftly noted and commented upon. "My profession is such that I have to attend a lot of parties, even international parties, events, to meet important people, interact with high profile celebrities. It got embarrassing to keep answering the question 'What's wrong with you?'" Her size began to list a shadow on her self image.

But more frustrating for Puri was the sense of chronic malaise. "My back hurt. I was lethargic, perpetually out of breath. Mentally and physically I was not myself. I didn't feel good from within," she recalls.



HEALTH & NUTRITION

>>> DESIGNER PRIYA KATARIA PURI:
"Jewellery is not only a piece of art and adornment but also a great investment, as gold and precious stones have great resale value and are only going up in price. I prefer to spend on jewellery as it value appreciates over a period of time. It can be passed on to the next generation too. Fine jewellery not only enhances one's look and beauty but also adds character to one's persona! I am fond of wearing jewellery as it adds the right amount of bling both, for day and evening wear. I have many favourite pieces in gold and diamonds. Mostly all are gifted by my family or bought on important occasions such as Dhanteras, birthdays, anniversary, so they do have a sentimental value in my life! Some are heirloom pieces from my family. At the moment, I am in love with my emerald diamond necklace: it has big square emeralds with diamonds and has a vintage art deco design. Another diamond and diamond hubby."



BOMBAY TIMES

(Compiled by Purnima Goswami Sharma)

LETSTALK

Priya Kataria Puri

What have been your earliest memories with fashion (during your school and college days)?
My earliest memories of fashion is actually seeing my mom impeccably dressed in chiffon, sequencer sarees, long masks, bangles and big necklaces which always inspired me to take up fashion.

How do you always wanted to be a designer or did you have other plans?
I always wanted to be a designer. I was very fascinated seeing my mother going for parties. She was a gorgeous lady who had a great taste of fashion. For me to see her so well dressed was an inspiration. So I decided to be a fashion designer.

How were your initial days in the industry?
My initial days were pretty easy as I didn't have to struggle much. I got my first break when my graduation collection was showcased at San Francisco Fashion Centre. Bianca Jagger & Inna Trump both loved and applauded my collection. This collection was also published in India because of which I got my first boutique contract.

How is Priya like when she is not wearing the designer hat?
I am always chilled and relaxed. I like to spend time with my family and friends. I love cooking for my family, doing window shopping. I also take time for philanthropy.

A few lines about your journey so far in the industry.
I have had a pleasant, interesting and learning journey. I have travelled to many countries for the last 15 years from San Francisco, Delhi, New York, Mumbai to London and set up three shows, got featured in many magazines and TV shows.

STUDENTS



Designer Priya Kataria Puri remained true to the meaning of resort wear, while presenting her collection at the India Resort Fashion Week show. It was filled with jungle prints, sequined bikinis, tassles and hand-work on robe-like jackets.



RAMP RATS 35 MINUTES
Picasso perks things up

PRIYA KATARIA PURI shared her designs for Apoorva Lakhia's remake of the 1973 blockbuster *Zanjeer* with D KAUSHIK

commented the designer, who added that it was for women of all age groups. "The garments featured, include dresses, kaftans swimwear, skirts, tops, jumpsuits and maxi's." Puri opened the collection with a gold bikini with an asymmetric crepe cover. The she moved to extended shoulder tunics, a dolman sleeve shift dress and a swirling flared frock. Kaftans are a Kataria staple. These ones came with batwing sleeves. Colour-blocked jersey shifts, contrasting bikinis, jumpsuits with slit legs and saris with printed pallus were the other highlights. Puri reserved Nicole Huber, Miss Paraguay 2011, as her showstopper. She glided down the ramp in a stunning black sequin bikini with a long, fringed cover. "Whatever I design that she is designing for Apoorva Lakhia's remake of a 1973 blockbuster *Zanjeer*. Puri sourced some clothes from Paris, Geneva and Kuwait. "Priyanka plays a modern-day version of Mala in the film and must be portrayed as a style icon. Anyhow, she is a seasoned fashionista, who knows what she wants. Mahie Gill, the other actress who appears in a role that might

THE PIONEER

Mum

STUFF



VOTED BY YOU

SMARTPHONE OF THE YEAR

APPLE IPHONE 5

from \$45,500 | apple.com/in

The queue managers came out to hold back the surging mob and we had to rip our eyes to reconfirm if we were actually looking at a retail store in Mumbai and not Manhattan. The iPhone 5 hype gripped the nation right at time for Diwali shopping mania, and the faster A6 chip, better 8MP camera and the light design made it easy for everyone to flood their Facebook walls with their perfect candid shots. The real beauty of this heavy hitter is not in the obvious but the subtle details. Apple hasn't made changes for the sake of it. It is an engineering of fit and something you will only appreciate once you get your hands on it.

HOW YOU VOTED

Smartphone of the Year: iPhone 5 (50%)

Model: Sushama Patil

LAST RESORT

THE GOOD, THE BAD, THE UGLY
SHEWETA MENA

We wouldn't be caught dead in most of the designs on display at a recently concluded fashion week

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no didn't even have to be at the India Resort Fashion Week, held in Goa last week, to gauge that it was nothing short of a disaster — in terms of the designs showcased.

SHREKHARA KUMAR
Nari's collection, 'Uchiu' Resort, was one of the few highlights of the week. It was well-tailored, laidback and extremely wearable. There were shaded dresses and separate, flared pants and kaftans in turquoise, mint and neon shades. Two thumbs up.

DOOGE VASANT, PRIYA KATARIA PURI
Reasonably good collections, but nothing that stood out. We quite liked some of the flowing maxis and tie-dyed shirts for men (below) by Doge. Priya's association of her Pleasure-themed collection was quite striking too. This ensemble (above) was one of our favourites.

HT CAFE

STYLIST: DILNAZ KARBHARY
STYLING: JACQUELINE FERNANDEZ (RACE 2 PROMOTIONS)

in focus
Pria styles PC's look in Zanjeer

AGE CORRESPONDENT

Designer Priya Kataaria Puri is excited to style Priyanka Chopra's look for the much-awaited *Zanjeer 2*. This will be Priya's first venture into Bollywood. "This is my first assignment with Priyanka Chopra. She is one of the most talented actresses we have in Bollywood. I thoroughly enjoyed styling her. Since she plays an NRI in the film, I have designed her clothes, which are modern and reflect the taste of global women. Furthermore, I have styled the clothes keeping in mind the trends for 2013. Emphasis on quality, attention to detail, fabric development and intricacy would reflect in her each outfit. All the clothes would define both the character and Priyanka's new stature as a global artiste," says Priya.



Curves ahead

While she has never lacked for style, it is Priya Kataria Puri's leaner look and sharp curves that are turning more heads than her designer togs. The transformation is unmistakable. The Kuwait-based celebrity designer who was in Mumbai recently for some socialising, seems to have discovered the secret to knocking off those stubborn pounds. We hear that the compliments her curvaceous avatar is getting has inspired her to let her usual muses take

AFTER



I have styled Jacqueline in nets, laces in French patterns and fabrics that are embroidered to look like lace. For some events, I gave her a bling look with crystals and sequins. The basic colour palette I am sticking to is pale, buttercup peach, powder blue and shades of ivory and grey," says Dilnaz. "Jacqueline has a beautiful face and can carry off both Indian and western outfits. She has a slender body so she can sport pleiums which are very in, but something most Indian women can't sport as they are heavy on the lower half of the body."



STYLIST: PRIYA KATARIA PURI
STYLING: PRIYANKA CHOPRA AND MAHI GILL (ZANJEER)

Retro chic is ready to stage a comeback thanks to this remake of *Zanjeer*, in which Priya has created the looks for Priyanka and Mahi.

Priyanka plays the sassy Mala and Priya has given her outfits that reflect her personality. The designer says, "Priyanka plays an NRI in the movie and wears glamorous Indian and western outfits. I have dressed her in shorts, dresses, jeans and kaftans."

Styling Mahi was a challenge as this is the first time she's playing a seductress clad in western wear, in contrast to the ethnic look she's sported for the most part in previous films. "Mahi plays a gangster's moll and has to look super sexy. The first time Mahi saw the six-inch heels I had bought for her, she was flummoxed. It took some convincing to get her to wear them," laughs Priya, adding, "Mahi has a very sophisticated look in *Zanjeer*—lots of



Thank You

**YOU
ME &
WE**

MEDIA RELATIONS | MARKETING INTELLIGENCE

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