

# TRULY ENCHANTED

Why Japanese is the new choice of cuisine for the modern Asian bride, thanks to Nobu London,

**E**nchantments of India is a new instalment in the global events portfolio produced by the Private Dining team at the world-famous Michelin-star restaurant Nobu London in Old Park Lane. It emerged after requests from many of Nobu's elite Asian clientele led to the venue combining its prestigious bespoke event production legendary cuisine with the style, decor, entertainment and fineries of the luxurious international Asian party scene. With a major push towards Asian Weddings, the personalised packages are designed to cater for all high-end Asian celebrations.

Amir Jati, Events and Private Dining Manager at Nobu London, which regularly caters for Bollywood stars and has long been a favourite among the British Asian elite, explains: 'Enchantments of India is a world first for Nobu. Although we have 27 sites around the globe, this is the first time Nobu has presented a service designed exclusively to enhance the relationship with our Indian clientele. We launch officially in November 2010 with five exclusive nights in Mumbai.' Other dates in London will also be made available by request.

To help add further colour by bringing the best of British Asian fashion into the mix, Amit approached North London fashion house Sonas Haute Couture, who specialise in bespoke Asian outfitting for women and men, and invited company director Sona to dress Nobu's guests at a private launch event for Enchantments earlier this year. He revealed: 'Sona understood our requirements



'Nobu and Sonas have set new standards in elite events around the world'

shoulder corsets'.

The dresses made for Nobu's guests were also to

be featured on video by Nobu's own film director so needed to be visually vibrant on camera. Sona added: 'I wanted there to be a regal feel to my outfits. I combined rich traditional colours like fuchsia, rust red and antique gold with fabrics like brocade, georgette, raw silk and chiffon.'

perfectly and outfitted each of our guests in simply stunning creations. We're thrilled to be representing her incredible designs to our guests as part of our events package.'

As Nobu has set new standards in fine dining and events around the world, so too has Sonas set out to reach new heights in quality, style and innovation in her quest for perfection. Sona describes her collection as 'a hybrid between rich customary styles and feminine bravery. Contemporary in style, yet traditional in embellishment. I focused on combining skirts with lots of flair, with modern cut tops such as halters and one

**• You can see all the designs created by Sonas featured in Nobu's latest film, showcasing the Enchantments of India online at [www.noburestaurants.com/enchantmentsofindia](http://www.noburestaurants.com/enchantmentsofindia) Visit Sonas Haute Couture at [www.sonascouture.com](http://www.sonascouture.com)**



**Dream Team ::** Nobu's Amir Jati and designer Sona help create Indian elegance at your event