

# VOGUE

INDIA

January 5, 2012

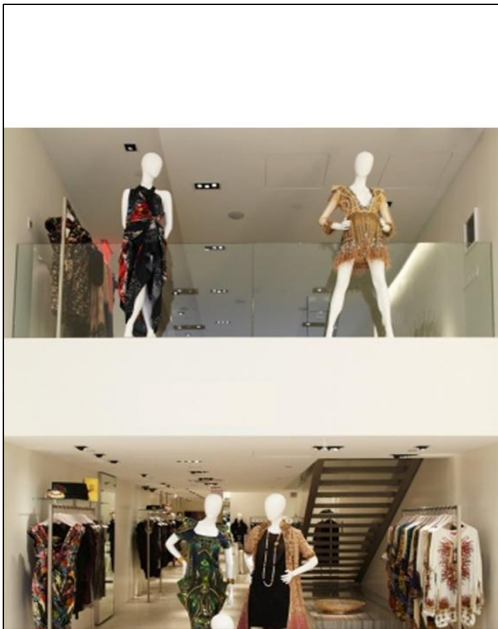
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## TRENDS AND SHOPPING BLOG

### Soigne K: Indian Designer Store in NYC

BY PRUTHA RAIHATHA

Almost 1/3 rd of the population of the world is Indian. Which, more than anything else, means that we are everywhere. Hence catering to our designer wear needs can only prove to be lucrative right? That's exactly what Soigne Kothari must have been thinking when she opened up her store Soigne K on Madison Avenue in NYC. Her store has a collection of the top Indian Fashion Designers like Manish Arora, Falguni and Shane Peacock, JJ Valaya and Tarun Tahiliani, to name a few. In a very minimalistic designed store, she offers both traditional Indian wear and western wear for the chic New Yorkers. I am still to pop my head into the store but I can't wait to go check it out. I have been waiting and waiting for something like this to open up in NYC. Wouldn't it be cool to have ready access to a Falguni and Shane Peacock wild printed outfit whenever we wish and not have to wait till our next trip to India? Enjoy!!



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**Soigné K at 717 Madison Avenue, NYC was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.**

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