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NEWS & SCOOPS

## Mumbai on Madison: Introducing the Soigné K Boutique

By EMILY POPP

**(NEW YORK)** Enter the new boutique, Soigné K, and you will be treated to a taste of India on Madison Avenue, courtesy of shop owner Soigné Kothari. Hailing from Mumbai, Kothari is charged with the mission of bringing high-end, modern Indian fashion to the Western woman. Just opened last month at 717 Madison Avenue, Soigné K features both emerging designers like Prashant Verma and Ashish Soni, as well those who are established, although perhaps not as known in the US, including veterans like Tarun Tahiliani and Manish Aurora. Soigné K is the first boutique in the US to bring multiple contemporary Indian designers under one roof.

“I feel that a common misconception about Indian fashion is that it is merely colorful resortwear and does not meet the needs of the lifestyle lead by today’s women,” Kothari explains. “I opened Soigné K to act as a platform for talented Indian designers. My hope is that when people visit the store they walk away with an understanding of what beautiful things India has to offer.”

Apparel and accessories ranging from \$500 to \$1,500 are located on the boutique's ground floor, while the upper level is dedicated to eveningwear and special occasion dressing. It also features a traditional Indian bridal salon, with looks retailing for upwards of \$2,000.

Soigné K carries one-of-a kind saris, kurtas and lenghas alongside a wealth of contemporary designs, especially for the winter season. “I find that western clients are pleasantly surprised by the level of sophistication, variety and the inclusion of heavier fabrics and dark colors. Indian clients are surprised by how the highly modern merchandise still has an Indian touch.”

Additionally, the store's 2,800 sq. ft. space offers sari-draping and tea services, catering to the overall warm shopping experience. “I really want Soigné K to be a place where clients are given



excellent customer service and can feel like the store is an extension of their own wardrobe,” said Kothari. Moreover, Soigné K will work with the Rajmal Rikhavchand and Mehta Charitable Foundation, donating one school uniform for every boutique purchase over \$500.

Kothari hopes to “continue to expose people to Indian culture and fashion and give them the opportunity to learn about and purchase items from talented and unique designers.” She continued, “In the future, I would also love to be able to do custom orders for clients and host different types of events in the store that will educate people about India.”

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