

TIMELESS TREASURES

THE MATERIAL CULTURE OF REGAL INDIAN WEDDINGS

RUTLAND HALL

'Rakhee takes food presentation to another level. It is daring, creative and innovative.'

RITU DALMIA, CELEBRITY CHEF

RAKHEE JAIN

LONDON, UK

Rakhee Jain is a London-based designer, curator and multidisciplinary stylist. Rakhee has been artistic and design-driven from a very early age. This passion led to an early career in interior design, and for the last seven years, she has carved her niche within the luxury Indian wedding and food industry.

Powered by a unique design sensibility, Rakhee's focus is on turning the mundane into works of art. Born and brought up in a creative home in Calcutta, her inspirations are myriad and include art, travel, theatre, dance and film – all enrich the melting pot of ideas that is her mind. She's seen the world and loves it: her mind never stops creating. Her passion for art, mythology and travel have groomed her aesthetic to be one of a kind. She's a firm believer in thoughtful, structured and innovative design that has a transformational influence, through concept or form for permanent or temporary spaces – the possibilities are endless.

One of Rakhee's strongest inspirations is a quote by Helena Bonham Carter in which she says, 'I think everything in life is art. What you do. How you dress. The way you love someone, and how you talk. Your smile and your personality. What you believe in, and all your dreams. The way you drink your tea. How you decorate your home. Or party. Your grocery list. The food you make. How your writing looks. And the way you feel. Life is art.' Rakhee infuses this ethos into all her work – she says, 'I aspire to make life beautiful – it is an emotional as well as functional need for me. One of the most rewarding feelings is when people are looking at the results of my service and I can see a glimmer of happiness in their eyes.'

Rakhee merges the stereotyped dichotomy between being a dreamer and artist and being extremely focused and decisive. Her biggest strength is her dedication and focus toward any project she undertakes. A project, no matter what its size, has her whole heart, as if it were her very first. She's a visionary: she knows what she wants and makes no compromises. Beautifully summed up by Anshu Khanna, Founder and MD, Goodword Media: 'She is an artist and someone in love with the world. It's incredible how she curates so many unrelated elements into one homogeneous blend.'

CONCEPT FOOD DISPLAY

Rakhee Jain's journey from bespoke interior design to pioneering experiential and sculptural food display has an organic fluidity. One of the few food display stylists in the world, Rakhee offers an exciting new service within the culinary and events industries. Unlike traditional food styling, which is primarily for photography, Rakhee styles food served at events for guests to actually eat!

A multiple award-winning presence in private luxury events and Indian weddings, she designs food displays for corporate and boutique occasions. Food is an integral part of any successful event, be it a traditional Indian wedding or a glamorous fashion event. Hosts pay great attention to the quality and variety of the menus, but then are often underwhelmed by the presentation of their carefully prepared (and expensive!) courses. Rakhee identifies this gap in the marketing and her brand OTT is setting trends in food styling in several countries across the world.





TOP Rakhee Jain in her London home.

ABOVE A Parisian streetscape themed canapé tray, designed for an engagement party in Bangkok – showing off the macaroons perfectly.

OPPOSITE A Royal Splendour-themed display canapé tray ready for a shoot before a grand Diwali party in London.











New caption - don't know where new image should go or what it is:
Chandelier themed Diwali soiree designed, curated and managed by Rakhee Jain in London.

OPPOSITE TOP LEFT A custom 'Champagne Girl' outfit for a luxurious private party, designed and curated by Rakhee Jain.

OPPOSITE TOP RIGHT Vintage Garden Party themed canape tray designed for London-based Aashni and Co.'s event for ace Indian fashion designer Manish Malhotra.

OPPOSITE CENTRE LEFT, AND OPPOSITE BELOW Hostesses with stunning food display trays designed for a private 1920s themed Christmas soirée.

Rakhee Jain's food display and styling brand OTT works alongside caterers and event managers to ensure food is served beautifully and contributes to the theme and decor of the wedding. Not just the visual styling of each dish, but food safety and serving conditions are given due diligence.

EVENT CASTING

We are all painfully aware of how stressful and often overwhelming organising an event such as wedding celebrations can be – the event often leaves the hosts exhausted and not having enjoyed themselves. Why then would one not hand the tasks over to an expert who looks after every little detail with only and solely the host's personality and interests in mind, so the host can actually enjoy their own event?

Rakhee Jain is an event casting director – a refreshing offering. By 'casting', she means conceptualising, designing and curating every single aspect of an event, including recruiting every contractor and collaborator involved in the different services employed. Your wedding or party now becomes truly experiential: she ensures a detail-oriented process in understanding the client's personality and intent 'to the T" and meticulously designs the event to fulfil every little detail.

From selecting venues and conceptualising themes, to designing the decor and the food menu, Rakhee does it all for the client. Unlike some event stylists who always come with a fixed team of contractors, she works with several fabricators, marquee suppliers, entertainers and caterers to ensure that each event receives the individual, unique edge it requires.

The bespoke event styling service is detailed to suit the strongest personalities. Rakhee helps add a finesse to the party, keeping the guest list in close consideration and personalising every little aspect of the event for them, including personal preferences and dietary requirements.

'Rakhee is not just a food stylist. Rakhee is an artist and someone in love with the world. Its incredible how she curates so many unrelated elements into one homogeneous blend.'

ANSHU KHANNA, FOUNDER AND MD, GOODWORD MEDIA SERVICES PVT LTD

