









Rakhee Jain





"I was tired of watching white platters being circulated with oil trickling from the canapé trays and bowls with crusty rims. So, I decided to do something about it rather than just complaining."

SEE FOOD

Food stylist **Rakhee Jain**, *founder, OTT on dressing up the buffet of the dapper brides and grooms, and contemporary visual gastronomy.*

It is said that a happy person is someone who has both work and love in her life, if that is true then food stylist, Rakhee Jain, has combined both work and love in a dramatic fashion to master the art of aesthetic food presentation at weddings and other occasions. Her 18-month-old brand is working on attracting eyeballs of gourmands and spectators alike from all over the world.

Given the traditional associations of food in India, especially at weddings, she and her team had a hard time bridging the gap between her design skills and the cultural contexts of food. It was her passion and vision that made her metamorphose the look of traditional cuisine into unconventional and stylistic visions of art. "From lighting to linen, furniture to flooring, and artwork to accessories, I derive my inspiration from all the beautifully designed spaces that attract me," informs Jain.

Keeping the cross-cultural, inter-faith, and crossover elements in mind, her team believes that weddings are a time for blended joy and celebrations. Making the food integrate with the theme and the personal style of the couple is most important, Jain points out. On being asked about how it all started, Jain shares a memory that takes her back in time. While at her debut project at a Delhi-based millionaire's birthday party, she caught the attention of her mentor, celebrity chef Ritu Dalmia, who appreciated her work. This is how OTT was born.

Depending on the requirement, theme, and the size of the wedding, they usually take a supervisor and an assistant along with them for local support. The execution process usually starts between 48–24 hours prior to the event which obviously involves months of prior planning, research, and design. They also make shipments after receiving the moodboards and concept details from the bride or the wedding planner and the catering team.

When quizzed about the DIY brides, she suggests: "Refrain from using any edible decorative or food perfume for the display and try to incorporate the food art themes with elements of décor. Keep the food safe, fresh, and aromatic. Experiment with the uniforms of the servers and helpers who are working in the premises!" Her own styling styling sensibility blends the personal style of the couple as well. ■

IMAGE COURTESY: OTT.

By Nikita Upadhyay 000