

MAKING CELEBRATIONS STYLISH

PHOTOGRAPHS COURTESY: RAKHEE JAIN

RAKHEE JAIN HAS INFUSED THE WEDDING STYLING WITH FINE, EXPERIENTIAL AESTHETIC – IT IS A FEAST FOR ALL YOUR SENSES.

She makes the food, the mood and the performances at weddings look superglamourous and become the talk of the town, nay, the continent. Introducing... Rakhee Jain, a London-based food designer, curator and multi-disciplinary food stylist. Well that doesn't sum up entirely what she does, but it takes us close. Apart from food, Rakhe is an event caster too. By 'casting' an event, she conceptualises, designs and curates every single aspect of an event, including recruiting all contractors and

collaborators. Events handled by her have an airbrushed, stylised look.

Her impressive clientele includes the likes of Mukesh and Neeta Ambani of Reliance Industries Limited, Laxmi Niwas and Usha Mittal of Arcelor Mittal, Anil Agarwal of Vedanta Resources and the Hindujas, of the Indian conglomerate company headquartered in London.

In the past few years, Rakhee has been spending considerable time in India, specially, New Delhi. India was always home, and the six degrees of separation made business develop faster than she had imagined.

"The Indian wedding industry has evolved in leaps and bounds over the last two decades. Giving way to the influx of wedding consultants and planners who have taken to thematic decor, floral installations, lighting design, entertainment and food menus to a new level altogether. Being a food centric community, hosts take great pains to curate a diverse menu to charm the appetite of their guests. They pay great attention to the quality and variety of the cuisines that are to be served but almost no attention is given to presentation.

"This is either due to lack of attention to detail or paucity of time or man power. One can especially see the chaos at an event catered by multiple caterers. "Instead of complaining I decided to do something about the situation, which would revolutionize the way, food would be served at weddings. I came up with the idea of "Food Display Solutions" for events. It was to create the 'wow' factor around the food and make it experiential rather than just treating it like something placed alongside the perimeter of the banquets. Since there was no one else to follow, I had to design my own business plan and model. The idea was to amalgamate the look of the food with that of the decor for a perfect fit and real relevance. The focus could not be only to ensure that food was being served beautifully but also food safety, serving temperatures and conditions had to be given equal importance. In 2015, I finally launched my company under the guidance and mentorship of celebrity chef Ritu Dalmia."

Rakhee firmly believes that thoughtful, structured and honest design has a transformational influence. Using concepts, form and aesthetics, she transforms both permanent and temporary spaces to delight the senses. For her, the possibilities are endless.

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HEAR IT FROM HER CLIENTS

"I know Rakhee for many years now. She has been an integral part of my Diwali and other parties for many years now. Her food is authentic and delicious and decoration of the food is fantastic."

— Usha Mittal, Arcelor Mittal.

"It was an awesome experience seeing the creations made by Rakhee. The first time I saw the display at my daughter's reception and could not take my eyes of off them."

— Subhadra Jindal, Jindal Polyfilms.



Rakhee Jain



Impressive installations are installed.



Food presentation is tied to the mood at the wedding.

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