

## SEIZE THE DAY

*"Life is not measured by the number of breaths we take, but by moments that take our breath away." A memorable moment would be one of those breath-taking moments. Sometimes it's as basic as buying a much-awaited gadget or taking a luxurious vacation and then at other times, it's acquiring your first yacht or horse that can be a moment that you treasure forever.*

*The most cherished moments in life are usually the ones we never took the time to plan. However, with time being a rare commodity nowadays, the experience of luxury - excellence, comfort and high quality - in itself becomes a moment that one can take pleasure in.*

*Frames brings to you ideas, stories and thoughts that celebrate, inspire and allow you to luxuriate in. Capture the brilliance and gratify all your senses in the islands of the Mediterranean...I did. And swimming in the brilliance of the blue seas will live with me forever.*

*The sensual and fabulous scents of Roja Dove captivate your skin and senses and take you away to a world full of luxurious fragrances. Experience the face of the Proboscis monkey in the jungles of Borneo before they go extinct or shoot a picture of a spotted leopard with ace wildlife photographer, Daniel J. Cox.*

*Whether it's the latest car by Aston Martin, a personalised piece of jewellery or just a memorable moment with friends over a pint of beer...seize every moment in time and make it shine.*

*Yours sincerely,  
Rachna Sharma*

Can't get enough of Frames? For a regular dose of luxury and lifestyle, log on to [frameslife.com](http://frameslife.com)



## FEEDBACK

The special edition of Frames is almost a collector's item. I'm very impressed with the range of stories and the beautiful design of the magazine. It's going to be on my coffee table for a long time.

— Sudeep Saha, New Delhi.

I have been involved with India's art fraternity all my life and found Alka Raghuvanshi's choice of artists to look out for in 2013 commendable. I congratulate Frames on bringing out such a comprehensive and excellent list.

— Ranu Singh, Dehradun.

I enjoyed reading the travel stories in the last edition of Frames, and was impressed by the variety of travel articles in one magazine. The feature on destination hotels was splendid. I will surely be referring to Frames when deciding on my next holiday itinerary.

— Amit Kanse, Mumbai.

The special edition was a thoroughly enjoyable read. I found several features, such as the one on stuff that makes shoes works of art, very fascinating. I would like to see more articles on fashion!

— Neha Vishnoi, Ahmedabad.



Email your thoughts and queries about FRAMES to [frames@bajajfinserv.in](mailto:frames@bajajfinserv.in)

## CONTRIBUTORS



PRADEEP GIDWANI

Pradeep Gidwani is one of those lucky ones whose passion is also his profession. He has been in the beverage industry for over 26 years and has opened India's first beer café chain called The Pint Room. Prior to this adventure, he was Managing Director at Carlsberg India, where he was responsible for the launch of Carlsberg, Tuborg and Palone beers in India. He has also served as Managing Director at Foster's India Ltd., and was behind the highly successful launch of Foster's beer in India.

Daniel J. Cox is an award-winning photographer whose clicks have been on the covers of hundreds of magazines like National Geographic, Time and BBC Knowledge. He has also been the sole photographer for 20 books. In the last 25 years he has travelled to all seven continents and has captured nature in its myriad moods. Along with his wife, Tanya, Daniel leads natural history photo tours around the world. He also teaches at workshops and private photography and workflow sessions.



DANIEL J. COX

Roja Dove is a fragrance specialist, fragrance historian, and perhaps the world's most famous 'nose.' He started his career in French perfume house Guerlain, and in his almost 20 years there he rose to the position of Global Ambassador - the first non-family member to be given the role. In 2004, he launched Roja Dove Haute Parfumerie at Harrods. He has his fragrance range under the name Roja Parfums. He is known as the world's sole, 'Professeur de Parfum.'



ROJA DOVE



DEEPANJANA KLEIN

Deepanjana Klein is a Specialist in the Modern and Contemporary Indian Art department of international auction house Christie's. Prior to joining Christie's, she had been an independent curator in New York City. She is currently working on a set of books on the sculptures and cave architecture of Ellora. She has contributed to the Encyclopedia of Sculptures on the topics of 'modern and contemporary Indian sculpture' and 'essays on contemporary Indian art.'



KAREN ANAND

Karen Anand has been described as 'the Martha Stewart of India.' A prolific writer on food and wine, 'Less is More' is the latest book penned by her. In addition to writing, Karen has anchored television shows, set-up her own brand of gourmet food products and started a Gourmet Academy. In between all of this, she still finds time to cook.



DHRUV CHANDRA

Dhruv Chandra is a second generation Curator and Collector of rare carpets and textiles. An Oriental Rug Specialist, he owns 'The Carpet Cellar,' located in Delhi, which houses India's largest private collection of antique rugs. He believes carpets are a form of art and aims to increase their popularity among art connoisseurs.