

Hope Floats

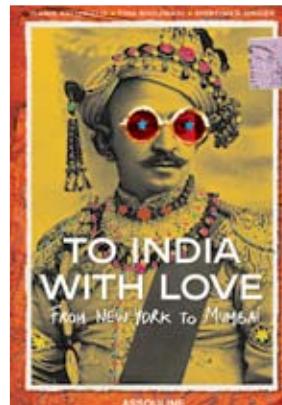
On the first anniversary of 26/11, international designers, artists and actors pay HOMAGE TO INDIA in an elegantly compiled book

In the soon to be released *To India With Love: From New York to Mumbai*, perhaps the most poignant words come from designer Silvia Venturini Fendi—"India talks to me about the beauty of fundamental values ... Simple things full of meanings where anything can be everything. Every time I come back from India, I want to be a better person." In a book that chronicles the mystery, magic and joy of India, this is just one of 90 odes to the country from international celebrities. Like Diane von Furstenberg, who says, "Colour is more present in India than anywhere else. It explodes everywhere and creates an optimism and a faith in beauty that cannot be found anywhere else." Tory Burch pipes in to add that her visit to India "was one of the most life changing experiences I have ever had."

To hit stores on the eve of the first

anniversary of 26/11, *To India With Love* is the effort of three US-based indophiles—Tina Bhojwani, senior vice president of fashion house Theory LLC, jewellery designer and actor Waris Ahluwalia, and Mortimer Singer, senior vice president of Marvin Traub Associates, who wanted to support all those affected by the attacks. "Having experienced the trauma after 9/11, we wanted to reach out to show people in India that we were with them. People became fearful of travelling here, and with the aim of reminding people about the country that India truly is, we reached out to notables in different fields to share their experiences of the country with us," says Bhojwani.

In keeping with the idea, *To India With Love* is designed as a beautiful scrapbook containing photos and impressions of India by international celebrities like Adrien Brody, Alice Temperley, Anjelica Huston,



David de Rothschild, Fern Mallis, Evelyn Lauder, India Hicks and Giambattista Valli. Indian contributors to the book include Anil Kapoor, MF Husain, Shobhaa Dé and Ratan Tata, amongst many others. On a background of Indian motifs and prints, images of James Ivory's early work in the country, India Hicks's photos of grandfather Lord Mountbatten in India, Marvin Traub's pictures of his trip to Orissa and Padma Lakshmi's images of an Indian wedding come alive.

The book is the first social project under Tina, Waris and Mortimer's organisation We Got Your Back, which aims to garner support for people affected by traumatic events such as terrorist attacks and natural disasters. The proceeds from the sale of the book are to go to The Taj Public Service Welfare Trust to help families affected by the 26/11 attack. Says Tina, "Ask any traveller who has been to India, and they'll tell you—it is like no other place in the world. With this book, we wanted that thought to resonate with the people."

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To India with Love: From New York to Mumbai, Rs 2,450 (approx), will be available through Variety Book Depot and