

SHAADI *style*

Publisher/Editor-in-Chief
Saaima Saiyed

Managing Editor
Margaret O'Toole

Editors
Michelle Elvy
Christine Tam

Writers
Misha Abhijit
Sonya Malik
Milva Morillo
Seema Shah

Editorial Assistant
Sarah Khan

Contributing Writers
Seshu Badrinath, Sarbjit Gill,
Batul Juma, Batool Mehdi,
Ruchir Mewawala, Arooj Qureshi,
Neha Patel, Rashi Shyam,
Jyoti Soni, Saman Tauseef Khan

Designers
Khalil Aseem
Kristin Brief

Production and Pre-Press
Altaf Jiwa

Illustrations
Darwin G. Geraldez

Web Design
CultureSculpture.com

Website Development
Kamran Haider

Business Manager
Nick Porecha

Publicity and Promotions
Golden Public Relations

Corporate Address
Shaadi Style Magazine
P.O. Box 15437
Boston, MA 02215
ShaadiStyle.com

Subscriptions
subscriptions@shaadistyle.com

General Inquiries
info@shaadistyle.com

© Fall/Winter 2004 *Shaadi Style Magazine*. All rights reserved. Cover, contents and website are copyright protected and may not be reproduced in any shape or form without prior written consent from *Shaadi Style Magazine*. The magazine does not knowingly accept false or misleading advertising or editorial, nor does the magazine assume any responsibility for the consequences that occur should any such material appear. The magazine does not assume responsibility for unsolicited content, text, photos or artwork of advertisements appearing in *Shaadi Style Magazine*. Advertisers statements are not those of *Shaadi Style Magazine*. *Shaadi Style Magazine* is published semi-annually.



Shaadi Style Magazine | Fall/Winter 2004



Looking back...

We're at our one-year birthday and what a journey it has been! As a magazine, we are growing with each new issue. Whether it is new design elements, writers and editors, or a reader response with an amazing suggestion, we are truly evolving. We continue to strive to find that delicate balance between the familiar and comfortable traditions of our families, and the exciting opportunities presented by living in such a modern and often demanding world. As editor and publisher, I am thrilled to be a part of this ongoing process and am so grateful for all the support and encouragement from the South Asian community.

Looking forward...

Our Fall/Winter 2004 issue takes us on a global journey and we find it particularly fitting that we begin with a cover featuring Sila fashions. Sila graced our 2003 launch issue and it is an honor to work with them again.

In this issue we focus on great designers from around the world. With that in mind, we set out to fill our pages with the most incredible designs from Alia Khan (New York), Ritu Kumar (India), Nickie & Nina (Pakistan), and Hassan Sheheryar Yasin (Pakistan). Whether by plane or Internet, it is now possible to shop internationally for unique wedding ideas, fashions, and jewelry, and we are finding that many of our readers do just that.

Speaking of globetrotting, *Shaadi Getaway* really gets away with five trips fit for romance! Fly off to the sparkling lights of Paris, relax by the ocean at a Sri Lankan resort, or uncover the treasures of the Grand Bazaar in exotic Istanbul. If you're short on travel time then stay closer to home with a stroll down the lively streets of New Orleans or a tranquil stay in Quebec City's famed Hôtel de Glace.

Finally, *Shaadi Style* would not be what it is without the valuable feedback from our readers. Many of our articles are inspired by your suggestions so please keep your letters coming. Your input definitely contributed to *Shaadi Style* being selected as one of the top ten "Best New Magazines of 2003" by *Library Journal* [May 1, 2004, Vol. 129 No. 8]. Thank you!

Saaima Saiyed
Publisher/Editor-In-Chief