

Luxury is no more a mind set, it has become a reality across the globe and the need of the hour is to understand luxury in detail.

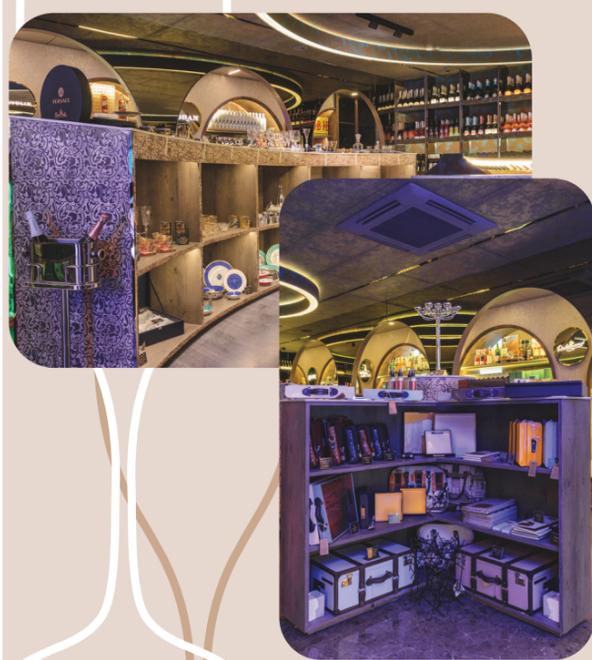
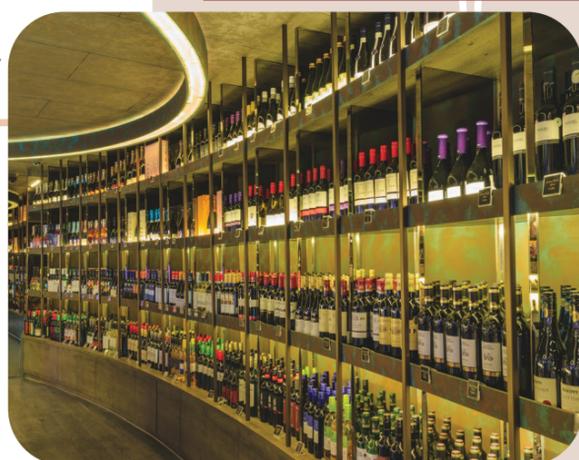


**From the Editor's Desk**  
**Cheers - Malay Kumar**



The most commonly used phrases in alcohol distribution are still the same like BA - Brands Availability, RTM - Root to Market, WOD - Width of Distribution, DOD - Depth of Distribution and so on, yet the new talk of the town is Luxury Retail, one step up to the regular MOT - Modern Off Trade business. Earlier it was only the international airports where we used to see such magnificent displays with the availability of mainstream and rare alcoholic brands

Luxury retail, this trend equally affected the Indian alcohol retail years back and we witnessed some really spectacular outlets in the city of Bangalore, Gurgaon, Chandigarh, Hyderabad, Delhi etc. With the growing trend we keep on experiencing such retails, even in cities like Guwahati, Shillong, Pune with much louder visibility of the brands, availability of more brands both known and rare. One can easily find an ample number of brand ambassadors taking care of the stocks as well as guiding the end consumers.



Here began the rat race where people started mentioning that they are biggest in the state, in the region, in the country and so on. Then the real turn came when outlets started asking for special discounts, gift packs, VAP - Value Added Packaging, demand for huge branding fees, listing of brands etc to maintain stability in the business which made real luxury being compromised. Can we determine a luxury store by the size of the store or number of SKUs? Many times after availability of rare alcohol too we don't feel like calling it a luxury retail. With all such criteria in place, nowadays the exclusive has become the mass and therefore we need to find a new definition of "The Luxury Retail".



## Once upon a bottle

- the new address of Luxury retail.

The first glance of itself will provoke you to call it something unique & different and that's the reason why it is called "The Elite Lifestyle & Spirits Boutique". The concept was coined in 2016 with the first outlet of its kind in Elante mall in Chandigarh and followed by another iconic store in Ludhiana. The real luxury is not only about the products or size of the store but also a combination of ambience, lighting, soothing display, accessories and so on. To summarize, world class wines, a good blend of rare and regular spirits, Versace accessories, exclusive glasses of wine and spirits along with a complete luxury experience.

