

SUIT UP



quality goods that are available nowhere else," says Bansal.

Variety under one roof

The collection at Monalisa includes recognised brand names like Dormeuil,

they import the fabrics from countries like England, Italy, Korea, Thailand and Japan.

"We bring in the latest in the worldwide market to Nepal, and these are all original and genuine goods," says Bansal.

factured using Japanese cotton and Italian designs and have a glossy finish.

They also offer tailoring services, and they use machinery specially imported from Japan.



is equally important for him. It's out of experience and hard work of 25 years, from one generation to another that this place has been created."

As for the name, he says, "Since my grandfather was bringing in international goods, he wanted to give a name that had an international touch and chose the name. We decided to continue with it."

Though they have expanded their ventures, they have still retained their previous one. "We are still continuing as wholesalers, but this showroom has exclusive brands and high

John Foster, Versace, Hugo Boss, Bruno McKenzie, Allegro, Mario Zegna, Avant Garde, Wain Shiel, Charles Clayton, Dunhill, Biella Italy, Gaberdine, Lanificio Ferro, among many others. These names are famous worldwide and

They have a "sample book that consists of around 300 different samples of world class fabrics".

Explaining this move, Bansal says, "It is not possible for us to keep all of them here. So whenever anyone chooses one from it,

Monalisa experience

You will not notice the Monalisa showroom at UWTC.

"For anyone who comes to this store, I want to make it an experience, not just buying a piece of cloth. Even if a person does not buy anything, I want him to leave with good memories of this place," says Bansal.

"The rates for our fabrics may be slightly higher, but we are providing quality goods that can give a lasting impression," he adds.

With the festive season around the bend, new fabrics are arriving. And for the winters, they will have special fabrics just right for the chilling weather.

Be it the Western influence or the Bollywood *masala*, Nepalis have not just been admirers but followers of their style. And Nepali customers know what they want as Bansal says, "People here are very aware and also keen to know about what they are investing in. They want to know the value for their money. I believe in a way we are contributing to increasing the Nepali standard of living. We are ensuring that they get fabrics that are famous worldwide, we are providing them with global clothing."



we can get it ordered from abroad."

Not just fabrics

A suit would lose its charm if it is not complemented by an equally striking shirt and the perfect tie. And yes Monalisa has international brands and an array of eye catching ties, for formal or casual wear, and of course, accessories.

They have also launched their own branded readymade shirts — the Monalisa shirts. These are manu-

Eva Manandhar Kathmandu

GOD made man, and tailor made gentleman, says a smart character in recent Bollywood film *Jhoom Barabar Jhoom*. However, for the tailor to make a gentleman out of a man, a good piece of suit material is necessary.

"I think a suit is an investment. People tend to analyse you by it. It reflects your personality. It reflects you," says Sumit Bansal of Monalisa Exclusive Textiles, that is house to a vast collection of branded materials.

Humble beginnings

This treasure house was started by his grandfather Giridhar Lal Bansal on a wooden plank as a wholesale business for fabrics, mostly Japanese terylene and Indian cotton. With the business growing, he shifted into a two-room space at Indra chowk called Monalisa. This is the place from where fabrics were sent to various leading stores around town.

The business was later managed by his son

Sunil Bansal, and is now managed by the third generation. A brand new showroom Monalisa Exclusive Textiles has recently opened at the United World Trade Centre.

Just the right name

"It is a competitive market. So we decided to start our own retail showroom as this is a concept the new generation has grown up with," says Sumit adding, "It was my father's dream to start a showroom and he has given his heart to this. It is not only a business for him, the personal satisfaction he receives



Gulf Air's chocolate charm

KATHMANDU: Here's another delicious reason to fly with Gulf Air. According to a Gulf Air statement released on August 27, the airline will be serving a select range of hand-made premium chocolates onboard for First Class passengers. The chocolates are being supplied by Bahraini chocolatier-couple Ali Rashid and Marjo Rashid under an exclusive arrangement.

"Gulf Air has carved a



niché for itself in onboard fine-dining by introducing refreshingly innovative service concepts and products," the statement quotes Gulf Air Executive Vice President Marketing and Sales Lee Shave as saying. "We understand well our premium passengers, who not only have discerning tastes and but also expect certain exclusivity when travelling with us. The chocolate range produced by Ali and Marjo, who are trained in Holland in chocolate-making, fits this bill. They have recreated the European chocolate-making art with a Middle Eastern finesse right here in Bahrain."

Passengers can indulge themselves with these unique and exotic couverture chocolate combinations, developed and perfected by the couple, such as Zanzabil ginger, Muhallabiah, Caramel delight and Hazelnut cream.

Gulf Air is five-times-in-a-row winner of the SkyTrax Best Onboard Catering Award for First Class. —HNS

Hang Ten makes its way to Nepal

KATHMANDU: Yet another brand has been added to the growing list of men's wear in Nepal. The American Brand Hang Ten has been launched in Nepal by Anirudh International with an exclusive outlet at Bluebird Mall. The casual men's wear, which are being imported from the factories in Pakistan, are also available at Neha Stores in Pokhara.



The brand came into existence in the 60's when a surfer from Southern California, Duke Boyd asked his seamstress, Doris Boeck, to make a surfing trunk for him as per his design. Thus the first ever 'board-shorts' were made and they both became partners of the business that prospered through the years.

A simple question from Boeck "What is the greatest skill in surfing?" gave birth to the brand name 'Hang Ten'. As the answer that Boyd gave was, "Ten toes hanging tight on the surfboard." That same night Boeck also created the logo by embroidering a pair of golden footprints on a surf suit. In the last 67 years, the brand has opened up around 400 showrooms in 72 countries.

The Spring/Summer 07 collection of men's wear in fabrics like cotton, denim and twill are available at the outlets in Nepal. —HNS

Business Advantage lift Brainstorm trophy

Himalayan News Service Kathmandu

ANYBODY who says quiz shows are serious and tedious, then s/he hasn't experienced the 'Brainstorm'. The third Surya Lights Brainstorm — the boss Corporate Quiz held at the Soaltee Crowne Plaza on August 31 was a quiz show with a twist, where the world renowned quiz master Barry O'Brien tested the wits of both the audience and the participants from 12 corporate houses.

The team from Business Advantage, Jyoti Group, DHL Express,

Nabil Bank, NIC Bank and Prisma Advertising made it to the finals. However, it was the three men with similar hair cut, from Business Advantage who took the Brainstorm one-of-a-kind trophy home.

While the defending champions Jyoti group came third, DHL took the second spot.

Subu Shrestha, from the winning team gave credit to teamwork. "I knew we could do good, but had not expected to win. We three had knowledge about different fields so that made us a complete team."

The mood was set by O'Brien from the very first question regarding the word 'quiz' which he threw to the audience. Then throughout the two semi-finals and the final, he kept the mood alive with his humorous one-liners and the interesting variety of questions.

The quiz had questions related to different fields like management, movies, sports and gadgets. The quizmaster brought in a local flavour with the round called 'Sons of the Soil' where the participants had to identify the achievers of Nepal from different fields.

All the corporate people let their hair down as they cheered for their team like college students. The colleagues of the participating teams had turned up in coordinated dress codes armed with whistles and pom-poms.

They kept the atmosphere in the Megha Malhar hall full of entertaining noise. And the cheerleading team from Echo Advertising



PHOTOS: THT

took home the title of the 'Best Cheerleading Team'.

The quiz included short contests for the audience like playing air guitar, silent singing and *bhangra*. The eager participants from the audience made the contests more fun. The audience were given gifts from sponsors like Gulf Air, Asian Paints, Everest Bank, John Players, Ruslan Vodka and Soaltee.

The participating teams took the quizmaster by surprise and impressed him as he kept saying,

"The standard of quizzing has gone much higher in Nepal, and some teams here can give Indian corporate teams a run for their money."

At one point he even mentioned that he is getting tempted to hold an India versus Nepal quiz.

He seemed equally impressed with the audience when he said, "The audience were very well-informed and were terrific as they knew when to applaud and when to be silent."

