

# Nadishi Shriram launches luxury beauty care brand Belleza Aromatica at lavish event

 by Radhika Bhalla, dailymail.co.uk

February 23

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The fourth generation of the Shriram conglomerate, Nadishi Shriram, added to the business family's legacy with a grand launch of her luxury beauty care brand, Belleza Aromatica, at her residence in the Capital on Saturday.

The evening was an exciting mix of cocktails, fashion and fragrant beauty products as a mock-stage was created for the entertainment of select invitees.

The 47-year-old scion said, "I've spent a lifetime poring over books of ancient and modern recipes for holistic rejuvenation. As a result, I would never compromise on the quality of my products.

**Bright lights:** Two special fashion shows were also held to mark the death anniversary of Kasturba Gandhi

"From my grandmother to my mother, there has been a history of beauty in my house. Each had their own secrets to preserve and enhance good looks, which I have incorporated in this special range of wellness products," she added.

Marking the death anniversary of Kasturba Gandhi on February 22, two special charity fashion shows were also held at her residence, the proceeds for which will go to the Kasturba Gandhi National Memorial Trust towards uplifting women.



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Delighted: Designer Malini Ramani  
Photo by: left



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*Photo by: left*

Of the two sartorial shows, veteran James Ferreira presented an earthy yet sexy collection of dresses inspired by fauna and foliage.

In a rare treat to the fashion world, Ferriera showcased a spa range ranging from draping satin dresses to cool cotton ones in shades like olive green, white, and pastels.

On the other hand, boho-queen Malini Ramani showcased a bright and peppy collection of jersey kaftans, dresses and saris in neon pop colours and a breezy style.