



FOR ENQUIRIES VISIT US AT
HALL NO. 1: C 35



Website: www.swagfashionshub.com | Email ID: enquiry@swagfashionshub.com

Venturing Beyond Food: Chef Vicky Ratnani's Foray into Kitchenware through Brand Licensing

In today's dynamic market, where consumers crave more than mere functionality, Chef Vicky Ratnani stands at the forefront of a new culinary revolution. Renowned as a global icon with a deeply Indian soul, Chef Vicky has transcended traditional boundaries, from his acclaimed culinary creations to his role as a TV host, author and digital influencer. Recently honoured as the "Food Influencer of the Year 2024" at the prestigious Restaurant Awards, Chef Vicky Ratnani continues to push boundaries. His recent appearance as a guest judge on MasterChef India showcased his expertise in high-stakes culinary challenges, further cementing his status as a culinary luminary.

Now, Chef Vicky embarks on a transformative journey into kitchenware through a strategic collaboration with Swag, a leading brand licensing company known for their prowess in creating and establishing some of the most renowned celebrity-led brands in India. Scheduled to unveil on July 3rd, 2024, at Mumbai's Bombay Exhibition Centre during the HGH India trade show, this initiative marks Chef Vicky's ambitious foray into the kitchenware sector. Vishal Sinha, CEO of Swag, expressed enthusiasm about the partnership, emphasizing Chef Vicky's unparalleled reputation and vision. "Vicky Ratnani's persona and passion for food are the cornerstones of his brand," Sinha remarked. The collaboration aims to co-create a line of professional-grade kitchenware that not only enhances culinary experiences but also embodies Chef Vicky's eclectic style and functional finesse.

The essence of Chef Vicky's brand lies in its innovative approach to design and functionality. Reflecting his bohemian spirit, the brand promises to capture his unique flair through its aesthetic appeal and practical utility. By integrating Chef Vicky's culinary expertise into every aspect of product development, from design to communication, the brand ensures that cooking becomes both efficient and enjoyable for consumers.

"I wanted to translate my global experiences into creating products that resonate with Indian households while offering a chic, international aesthetic," Chef Vicky shared. His Brand Licensing Program is poised to redefine kitchenware, leveraging his deep understanding of culinary essentials to inspire cooking aficionados nationwide.

As the launch date approaches, anticipation mounts for the unveiling of Chef Vicky Ratnani's groundbreaking Brand Licensing Program. Join us on July 3rd, 2024, at HGH India for an unforgettable event, featuring a live cooking demonstration by Chef Vicky himself. Don't miss your chance to witness the future of culinary innovation unfold.

For Enquiries:

SWAG FASHIONS HUB PVT. LTD.

Email: enquiry@swagfashionshub.com, Website: www.swagfashionshub.com

Drive Link For Image and Swag Logo:

<https://drive.google.com/drive/folders/1KD9tXNYiS6pKEzAC6f36NLbCBcbvubkl?usp=sharing>