

Lisa Srao is the CMD of I Brands Beverages Ltd, a distributor and manufacturer of international alcoholic beverages. Srao moved to India from the UK in 2003 following her marriage. After a successful career in the British media, India's \$9 billion liquor industry became the dynamic next move. The British-born Indian beauty, at the age of just 29, was an extremely powerful woman in the satellite television trade. A graduate from the prestigious Aston University, her repertoire includes extensive experience in strategic and business planning, product launches, brand development and promotion. The turf has been tough for this stunning and charismatic mother of two, being one of the few female entrepreneurs in India's massive liquor industry. Her vision for I Brands Beverages is to create a successful company with ground-breaking quality products that are of international standards. She propagates a culture steeped in delivering higher than customer expectations with focus on her dynamic team of young and forward-thinking individuals. Srao shares with **S&A** her eclectic fundas.

VIA



MEDIA

My Style

Classic – dark blue J Brand jeans and a nice silk shirt from Turquoise and Gold or Diane von Furstenberg or Dolce & Gabbana, combined with my Christian Louboutin shoes. When I'm unwinding, I like to wear comfy Stuart Weitzman or Jimmy Choo wedges. I am obsessed with jeans and love Hudson, J Brands, Mother and Citizen of Humanity. I love the dark blue slimfit, or the rag-and-bone distressed look. For official occasions, I wear my classic pencil skirt and a smart jumper. Joseph and Gucci do beautiful pencil skirts. I also love mixing in high-street London styles. I love All Saints for that rock chic look, and Reis for their classic tops. I like Kooples for a trendier weekend wear look – their soft leather jackets and leopard print shirts are fabulous. Zadig and Voltaire have some cute grungy pieces too, of course mixed with Topshop and French Connection. This, I believe is the perfect formula to a complete wardrobe.

Formal Chic

It depends on the occasion. I love Sabaysachi, his fabulous detailing and beautiful colours. The anarkalis are lovely. In terms of westernwear, I like dresses from Lanvin and Joseph. I love well-fitted dresses. I also like classic black trousers by Joseph. Prada also does a good pair teamed with a classic shirt. I love black, and have at least fifty classic back dresses. A woman cannot have enough. And, shoes and bags are so important! I love McQueen, and Louis Vuitton for classic pieces. One can also never go wrong with

Chanel and Tom Ford. I love the zipper bag that Jennifer Anniston carries. Stella McCartney and Prada also do nice leather classic workbags.

Accessories

I like keeping things to a minimal. Wearing classic diamonds and a nice Rolex is the perfect elegant look. If I'm stepping out, I wear pearls and emeralds; they look fabulous on the Indian skin tone.

Bag Lover

Chanel! I am addicted. Love the classic black with gold or silver chain. Really timeless. I recommend investing in this as it lasts.

Footwear Fundas

I personally love Jimmy Choo and Louboutin. I wear heels everyday, but Sundays when I laze at home I'm in my flipflops. When I am travelling, I wear either my classic Chanel pumps, or my black Prada wedges or trainers. I also like Gucci boots and Azzedine Alaia. I picked up a fabulous pair of Caprice and wear them all the time. I must have at least one hundred and fifty pairs of shoes. I can never let them go, though I package them well – all labelled in their beautiful boxes.

Jewellery

I am a classic diamond woman. My mother bought me a beautiful four-carat diamond ring on the birth of my child and it was simply beautiful. However, despite my love for diamonds, I tend to just wear my classic wedding band made of small diamonds in a basic ring shape. Just so easy when you lead a busy life. I have some fabulous sets from

my wedding; but again, I never wear them.

They will go to my daughter. As she is eight she is obsessed with jewellery. Isabella lives in accessories, buying random necklaces, rings and clips. She has so much but loves matching each outfit with her jewellery. I am a get-up-and-go woman; so, my classic pieces must match everything.

Watch That

My husband bought me a beautiful diamond oyster pearl faced Rolex watch that I wear everyday. I have Chanel watches, and also those of Cartier and Chopard.

My Favourite Shopping Hubs

Within the country: Dlf Emporio, Hauz Khas, UB City, and independent stores around Bangalore and Delhi like Turquoise and Gold, Sanchita. Abroad, nothing beats the London high-street for me. I love shopping in Harrods and Selfridges. Love Harvey Nichols in Leeds and Nottinghill high street. I love Singapore and Dubai. The malls in Dubai are huge, you can shop forever.

Brands I Long For In India

More London stores. Harvey Nichols. Selfridges. All Saints. Louboutin not yet available in Bangalore.

Behind the Glasses

I wear Tom Ford, Oliver Peoples and Chanel reading glasses. I own five pairs and am constantly changing.

The Favourite Thing In My Wardrobe

My Lanvin sequined evening dress; it's just so beautiful. My Louboutin suede black boots too – because they are so comfortable. I just can't live without them. 

