



**Over Ninety years old Indian Bookstore chain launches Katakali, a cultural journey,
in Morocco**

November 07, 2012: Oxford Bookstores today took a chapter from its growth story in India by launching its first overseas store in the mystical and magical city of Marrakech. Katakali, this bookstore is located in the luxurious Taj Palace Hotel at the foothills of the Atlas Mountains in the exclusive palm-filled oasis of the Palmeraie.

There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into its iconic store in Calcutta where the brand started in 1920, its charm leaves you wanting for more. Ms. Priti Paul who is the creative force behind India's favourite bookstore had promised book lovers of Calcutta, the city she loves and grew up in, a contemporary, multidimensional experience, in keeping with international trends. In 1995, on the Heritage store's platinum anniversary, she refashioned the iconic store as Oxford Bookstore - Gallery. Since then, she, acting in the capacity of Oxford's Director, has taken Oxford to unprecedented heights and across India with each store giving booklovers access to the very best in publishing enhanced by a variety of events which salute books, art and celebrate the word.

Speaking on the occasion Ms Priti Paul, Director Oxford Bookstores said, "*Oxford Bookstore's mission in India is to be the best equipped 'base-camp' for journeys of the mind, offering our valued customers the widest range of outstanding titles and consistently courteous and informed service. Marrakech is also my home now as is India and I'm truly delighted to bring a treasure-trove of beautiful publications to the city. Katakali, which has been called a boudoir for books by booklovers will evolve to earn a place in the hearts of Marrakech and to become the city's most treasured bookstore.*"

Renowned Fashion designer Tamy Tazi graced the occasion with her presence at a book signing function of her book 'Caftans'. Tami Tazi has set her own special mark of distinction on contemporary Moroccan dress: ceremonial or everyday caftans, djellabas, selhams (capes), jackets and serouals Her models embrace two remarkable traditions that both resist the pressures of time. One is the Haute Couture that has long been Tamy Tazis daily bread as Yves Saint-Laurents representative in Morocco. The other is the Moroccan heritage, but

not that growing out of the early days Moroccan independence with its glimmers of womens emancipation. Tazi has researched a deeper, more singular tradition, stripping it of folksiness and revitalising it. The union of these two vital sources, each inseminating the other with a grammar that is as articulate as it is festive, has generated a new style in caftans that daringly distinguish themselves from either parent. Katakali is hosting Tami Tazi and her book 'Caftans' , full of brilliant colors and striking images which takes a reader on an extraordinary journey through an outstanding, never-before-seen collection. This book features an outstanding collection of more than 100 rare pieces, reproduced at large-format and with accurate technical specifications.

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Notes to Editors

About Oxford Bookstores:

Oxford Bookstores is India's leading bookstore chain. The 91 years old store on Park Street, Kolkata is a near iconic institution offering a contemporary, multidimensional interactive experience with a unique product mix of books, music, gifts; stationery items and CHA BAR. It is the only completely integrated online offline bookstore in the country with access to 6 million titles worldwide and is only one of its kind hosted out of India and provides special online shopping benefits. At present, there are 26 stores in the country including metros Mumbai, New Delhi, Chennai, and Bangalore. First dedicated bookstore for children in India, Oxford Junior is located on Park Street, Kolkata. Oxford Bookstore is an Apeejay Surrendra Group Enterprise. For more information please visit www.oxfordbookstore.com

The story of Katakali:

In a time long gone before, a dashing explorer wandered the mystical lands of the East, seeing wondrous sights that made his heart leap with amazement. On the majestic elephant's back, riding the finest steeds, even walking for innumerable hot days and dewy nights on end, he learnt of profound magic and illusion, of sorcerers and saints. Gathering up precious objects, exotic spices, voluptuous concubines and

strangebeasts...all intermingled with fantastical stories of adventure and the ancient lore of fabled India.

On his return, the intrepid traveller retired his retinue and offered up his Eastern wares to the Sultan, unveiling one treasure each day, to the delight of the Great Ruler. On the very last day, the traveller begged that he be allowed to gift the Sultan a very special talisman. He then undid a knot in his beard and pulled out a small seed, shaped like an almond, with a staring spot in its centre, quite like an eye. "Do you make a fool of me, gypsy?" cried the Sultan. So saying, he threw the seed out into his vast, scented gardens. The traveller smiled, and as the guards moved in to arrest him, behold, he disappeared in a puff of smoke!

And so it came to pass that an enchanted tree flowered at the very place the seed fell. Abundant with life and tales of people far away, its leaves transformed into eyes at night, windows to cultures that the traveller had chanced upon, and encounters he had barely escaped from. On its branches sat unearthly creatures – half man, half beast, peacocks with their feathers in constant emerald array, dancing girls of heavenly beauty and a trumpeter who played tunes of a million different tongues, all bathed in the bewitching fragrance of its flowers.

The tree was an ode to the heroes and gods of the land it came from, yet it grew from the soil of its new home. Its creatures spoke of distant dreams, but they were the night visions of this tribe. Its leaves saw much and revealed all. It was truly a tree of intertwining journeys and stories. Katakali is that tree. Discover in its space, beautiful objects that tell their own tales of lands far, far away.