

Brand NEW story

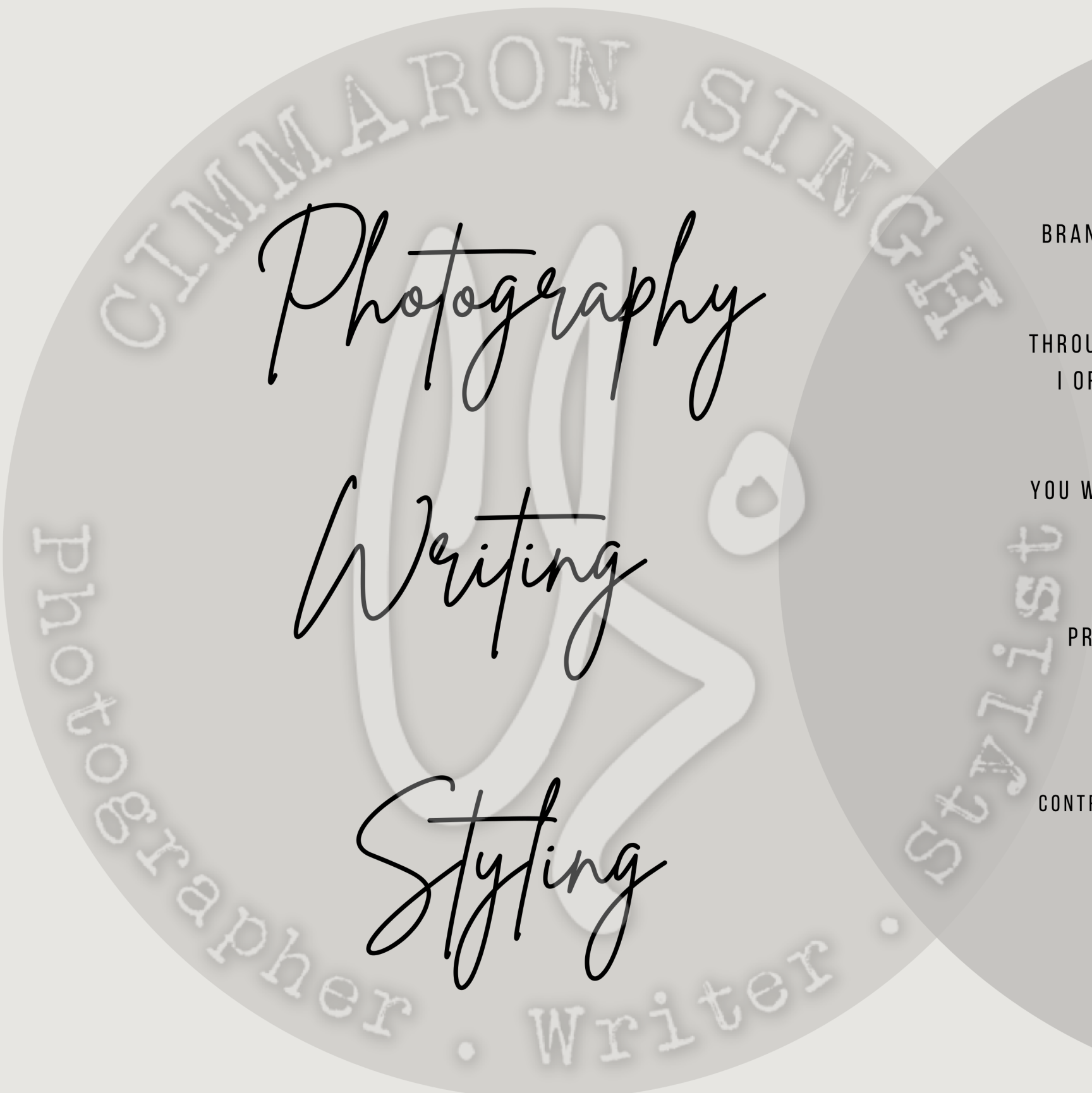
by

cinemakou

PHOTOGRAPHER

WRITER

STYLIST



Photography

Writing

Styling

BRAND NEW STORY IS A SERVICE THAT ENABLES YOU TO SCRIPT
A 'NEW STORY' FOR YOUR 'BRAND'.

THROUGH AN INTEGRATION OF PHOTOGRAPHY, WRITING & STYLING,
I OFFER COMPLETE VISUAL & TEXTUAL CONTENT FOR YOU AS A
BUSINESS OWNER & FOR YOUR BRAND

YOU WILL HAVE EVERYTHING YOU NEED TO CONFIDENTLY PRESENT
YOURSELF AND YOUR BUSINESS TO THE WORLD

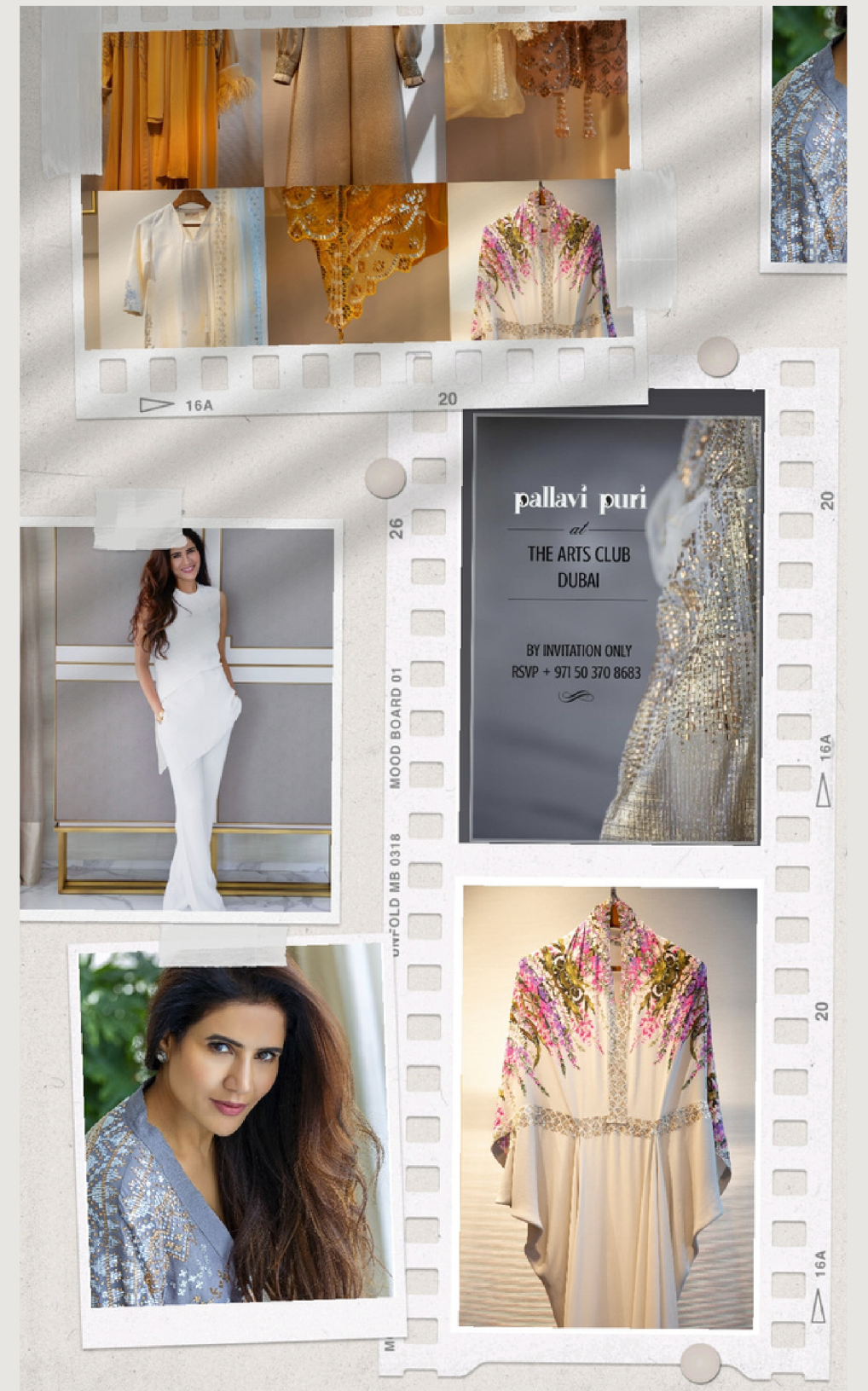
PROFESSIONAL CONTENT YOU CAN PROUDLY USE FOR YOUR

WEBSITE

SOCIAL MEDIA PLATFORMS

PRESS KITS

CONTRIBUTE AS EDITORIAL FEATURES TO YOUR FAVOURITE MAGAZINES &
NEWSPAPERS



Brand NEW Story
will enable you to:

1

Take your business to the next level with publish worthy written, styled & visual content

2

Boost your brand's image & perceived value *instantly* with everything you need for your website, social media platforms & press kits

3

Book your dream clients without any effort. Your brand will *speak* for itself

4

Feel great about your business & also about yourself as a business owner

5

Free from feeling overwhelmed about creating, sourcing, posting brand content- now you can feel confident & focus on growing the business



Indian born artist of mixed heritage, Cimmaron Singh has been making photographs since 2007.

Striving to capture life in all its beautiful nuances, Cimmaron's camera shoots from unconventional angles helping her discover a new depth in her portraits, still life and fine art photographs. A self-taught lens woman, her expertise lies in her intuitive ability to transform an ordinary moment into the extraordinary, forcing the viewer to look deeper into each image she captures.

CNN International Television has recognized her as one of the leading wedding documentary photographers, while noting that her “extraordinary images showed the remarkable beauty of weddings in India”.

She was the exclusive photographer at the ‘Dawat-e-walima’ for Bollywood celebrity actors, Saif Ali Khan & Kareena Kapoor’s wedding.

Cimmaron Singh’s photographs have also been recognized and published in leading publications around the world including Vogue Magazine, The Straits Times, Grace Ormonde (USA), Zink! (USA), Asiana (UK), Hello, CNNgo, Travel & Leisure, Bridal Asia, Child Magazine, Hi Blitz, Mail Today, Hindustan Times, Times of India, The Asian Age, Mid-day, DNA, Livemint, Deccan Herald, ANZA, Khaleej Times and Gulf News.

Cimmaron Singh works as an independent lifestyle photographer



Writing has been a lifelong companion to Cimmaron. She has performed many a 'one-woman-show' on several lifestyle and fashion stories. As a writer, stylist & photographer - she is able to source, style, shoot and write her own editorials.

A former journalist with the India Today Group & an alumna of the Lucy Clayton College of Fashion in London, Cimmaron has produced numerous lifestyle, fashion, travel and photography editorials for newspapers and magazines including the Mail Today Newspaper, Times of India, Wedding Times, CNNgo and Child Magazine.

Cimmaron Singh works as a freelance Photographer, Writer & Stylist and regularly contributes lifestyle editorials to several magazines & newspapers.

She also works with brands, businesses and entrepreneurs as a content writer to ideate and create compelling narrative for website copy, social media pages, blog posts, brochures and e-commerce sites.

WHY WORK WITH ME

'I've been on the other side remember ! With my past experiences as a former journalist; I am able to create the exact narrative, profiling & story pitch that you can offer magazines, newspapers and other publications of your choice. No cliched, long drawn hard selling & self serving writing - just sharp, honest & precise narrative that clearly define the core values of you & your brand. Add in a few perfectly styled and shot visuals and you would've pretty much done all the work for them. How can anyone say no to that !'



A former Stylist with the India Today Group, Amatra Spa, Olive Bar & Kitchen, to name a few, Cimmaron Singh has conceptualized, styled and produced numerous fashion shoots, product editorials & bespoke events.

To be able to breathe life into something simple or complex, and present it in a totally unexpected way, is a challenge that inspires & drives Cimmaron Singh every single day. There's always a story that needs to be told.

Cimmaron Singh works as an independent Home, Editorial, Fashion and Product Stylist

'Before we create your story; we will meet to ideate and design your Brand NEW Story. From shot ideas, posing, wardrobe options, Hair & Makeup, prop sourcing to staging the perfect setting to create unique, strategy-based imagery for your brand's marketing plan.'

'We'll shoot portraits, products & other uniquely styled lifestyle shots that cover all your brand bases & you have plenty of variety in your Brand NEW Story portfolio & a new sense of confidence after you have witnessed the magic of a well planned & executed transformative photo shoot'

WHY WORK WITH ME

'The years I spent working as a journalist gave me a front row seat to how the news media & publications work. I was able to learn about beautiful page layouts, strong headlines, powerful caption creating and most important- cohesive visual imagery that often made the story. That is why it becomes easy for me to style and produce visuals that I know will catch the Editor's eye, thus elevating your story pitch before the others, all the way to the printing desk'



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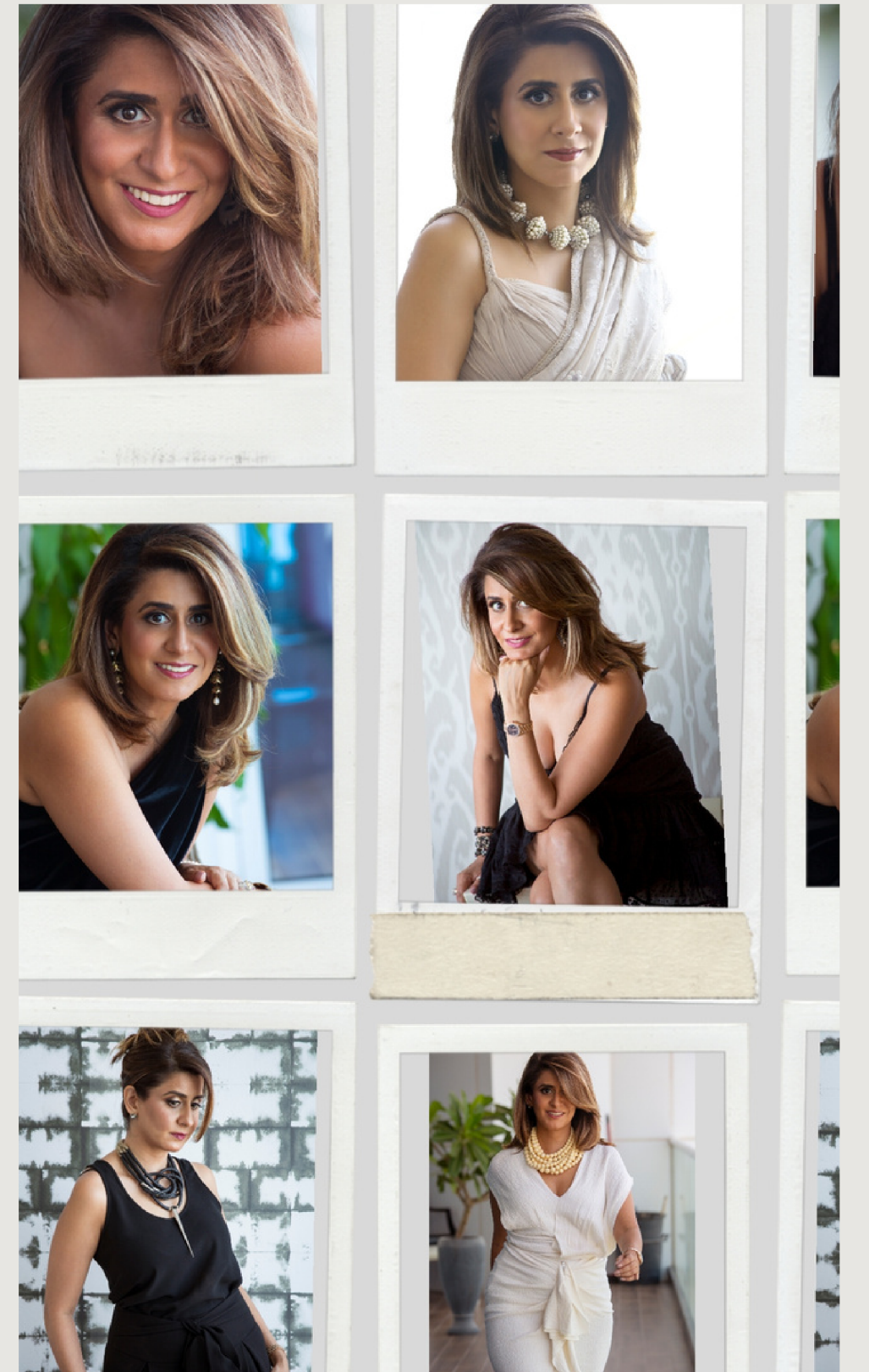


0009.jpg



0010.jpg





TESTIMONIALS

Thank you for all the love

You have truly made me feel beautiful in each one of the pictures you took of me. I never knew I had so many shades to my personality, but your camera managed to catch each mood, feeling and emotion so well.

Thank you for making me feel special!
-Deepthi Verma



Cimmaron Singh knows how to bring out the best in her subject. I had the privilege of engaging her for my portrait shoot in Dubai. Her confidence, empathy and sense of purpose put me at ease right at the beginning of the shoot.

Once she got behind the camera, it was a pleasure to be her subject. She was very detail oriented, so she did not stop till she got her perfect shots. The photos were so stunning that I used one of them for my book cover and my other writing profiles. Her unique and extraordinary creative touch was refreshing. I would highly recommend her for any photography assignment wherein the client is looking for distinct and refreshing human perspectives by a very professional photographer.

Cimmaron's amazing body of work has given her a special place in the world of photography.

Shalini Verma
CEO
Pivot Technologies LLC



Cimmaron Singh has been our family photographer through the years. From baby photos of my 2 sons, their birthday parties, family weddings and more recently our family portraits- she has captured it all for us.

When it comes to making memories with a lifetime warranty, Cimmaron Singh's lens is all you need!

Dr. Reshma Khattar Bhagat,
Director
BI Group



You are an amazingly creative and talented photographer. I love my priceless photos. Thank you so much and I wish you all success in the world!

-Shagun Khanna



Till date every one who sees my pictures say they're the best and no one has done the justice Cimmaron Singh has! I treasure all my photos- each one of them is different and unique and so very special. Thank you

Cimmaron
Vidushi Mehra, Actress



You are the only person who has made me feel gorgeous and comfortable in my own skin.

Thank you thank you!

-Gayatri Punj Talwar, Artist



Cimmaron is an ACE photographer!
She shot pictures of me in natural light and those pictures are by far the best I have!

Not only did she capture me in the beautiful light of the sun, but they are the most natural & beautiful pictures I have!

I have actually been waiting for her to come back here, to Delhi, so that I can have her do a photo shoot for me again.

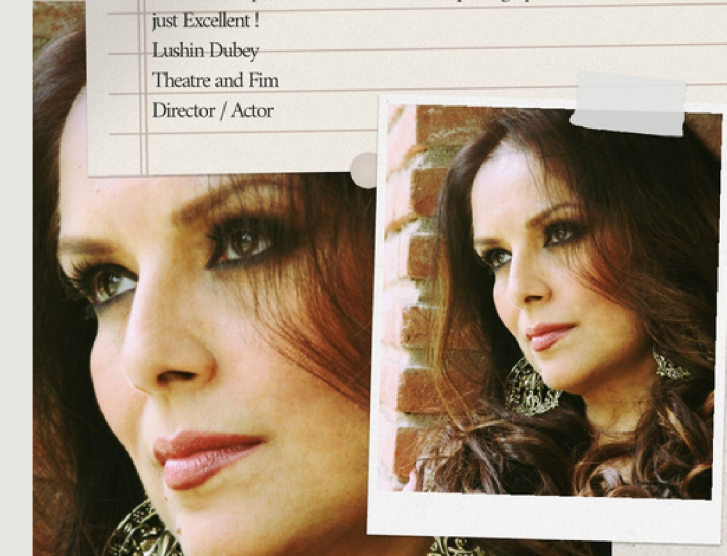
Her personality is so warm and embracing, she injects the right energy in you while you are being photographed.

Kudos to Cimmaron and her talent as a photographer!

I have used those photographs innumerable times, for my interviews, my production releases in the media and often sent them to directors for films.

I wish her Super Luck in her career as a photographer, because she is just Excellent!

Lushin Dubey
Theatre and Film
Director / Actor



vogue VIEW

MY FASHIONABLE LIFE

SHAGUN KHANNA

The jet-setter and owner of accessories store Mantra Luxury reveals her style code

Lifestyle

Luxurious indulgence Shopping on my travels

Favourite hotel The Four Seasons worldwide

Favourite coffee spot Joe's Café on Sliema Street, London

Favourite restaurant Harry's Bar, London, and Wasabi, New Delhi

Favourite neighbourhood restaurant Smoke House Deli

Favourite cocktail Margaritas

Book on your bedside table Krishna by Bhavna Soniya

Favourite drink Red wine

Favourite car A Range Rover

Workout regime Cardio four times a week

Memorable vacation Cortina, Italy

Designers Rohit Bal, Larvin, Dolce & Gabbana, Tarun Tahliani

Beachwear Melissa Oldbush swimwear, Aqua de Coco

Travel luggage Tumi

Beauty travel essentials Black eyeliner, Annick Goutal Rose Water Spray and Philip B's Jet Set Precision Control Hair Spray

Must-have basic A black dress and a classic shirt

Jeans 7 for all Mankind, JBrand, Serfontaine

Oldest item in your closet Shawls

Hand-me-down Grandmother's jewellery

Last three purchases Juicy Couture track suit, Chanel handbag, Blackberry Storm

Guilty pleasures Häagen-Dazs Choc Choc ice cream

Item you are holding on to My classic Chanel handbags

Style Icons Guinevere, Kate Moss

130 VOGUE INDIA MARCH 2010 www.vogue.in

R+B STRATEGIC MANAGEMENT RESTRUCTURING & BRIDGING RELATIONSHIPS

At R+B Strategic Management, we believe that the right relationships forge the sustainable businesses. We are passionate about studying versatile industries and big enough to matter, learning about their core values and understanding.

Our focus is to review and/or restructure business objectives across various areas that are aligned to the client's vision. We then bridge the gap through strategic alignment.

Having worked with key decision makers of Institutions, UHNW, and Family Offices, we are positioned to educate, and represent the client's mandates. We extend our services to facilitate global visibility for our clients.

ABOUT RADHA BHANU
FOUNDER & MANAGING DIRECTOR
R+B STRATEGIC MANAGEMENT

Radha's personal and professional journey and relationships she has fostered from living in Dubai. Her diverse cultural experiences and challenges of new beginnings in her life.

A humanitarian before anything, she is a connector and has developed an immense network of connections and has developed a personal brand that flourishes in. Her own past experiences have helped her bridge the gap effortlessly.

She combines her relationship management skills with her financial acumen to help clients reach new heights in the shortest possible time for the long haul. She is a partner for every client.

Portrait of Divya Gurwara

NEW DELHI, INDIA - AUGUST 11: Divya Gurwara is the CEO of Bridal Asia and is based in Delhi. She is wearing a two colour reversible polki necklace. (Photo by Cimmaron Singh/The India Today Group via Getty Images)



ART WORLD FORUM
Creating Art & Business

TEDx Youth@JPIS
Independently organized TED event

1 DECEMBER 2017



Ms. Zeeny Jhelumi, the former editor of Mkids, a children's publishing house in Delhi, has penned down countless stories and poems for young ones. Her works are a prominent feature of a multitude of book and literature fairs. In March 2017, she was honored at the London-Asian Film Festival for her creative work as a writer. Hoping to Unlock, Unbox and Unleash the imaginative spirits within us, we excitedly await Ms. Zeeny Jhelumi's arrival to the TEDxYouth@JPIS stage!

STIMULUS
Webinar
Taking action in uncertainty
Luxury & Conscience

DATE : 13TH & 14TH APRIL 2020

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Sujata Assomull
Fashion Advocate,
Founding EIC

Join me at the largest webinar for the Indian business ecosystem today.

To Register
www.since1700.com/stimulus

Content Partner: WFN, PR Partner: Crosshairs Communication, Digital Partner: LUXURYfacts, Host: SINCE 1700, Ecommerce Partner: LUXURY, Exhibition: LUXURY

Showcasing Heritage Through Fashion

Pallavi Puri's designs will be featured at a local exhibition today and tomorrow

ENID PARKER
enid@kshulegimes.com

Indian fashion designer Pallavi Puri is showcasing her work at a local exhibition in Dubai. The Collective will feature beautiful designs blended with the elegance of a rich heritage and subtle contemporary strokes by Pallavi. We caught up with Pallavi to know more about her designs.

What can people expect from your Dubai exhibition?
It will be exquisite traditional craftsmanship in contemporary silhouettes exclusive for our clientele.

You have a base in Dubai as well as in India. How different are the shopping sensibilities of clients in both places?
Dubai and Indian fashion are both interlinked, so there's not much of a difference; in both places day to day dressing varies according to personal style.

Your clothes, as seen on Instagram, have lovely smooth flowing silhouettes, which look very comfortable. What is your main inspiration while designing and who is the ideal woman you design for?
My inspiration is the rich heritage and craftsmanship of India. The ideal woman I would design for is Queen Rania of Jordan.

How has the pandemic redefined fashion according to you? Many people are looking for comfort over vanity during the work at home period. Has that translated into your latest collection?
I like to give my clients variety. I had done a capsule collection which was used during the pandemic as comfort wear.

THE COLLECTIVE
The Samaya Ballroom, Ritz Carlton DFC, October 22 and 23, Saturday and Sunday

Weaving a yarn

Zeeny Jhelumi, who runs a learning centre for children in Delhi, and has just written a book for kids, tells **Kavita Devgan** why she loves staying in a magical world inhabited by children

Zeeny Jhelumi lives in New Delhi with her husband, two children, her dog, 500 children's books and snow globes from around the world. She runs a learning centre called 'The Storytellers', where she holds workshops on creative writing, life skills, general knowledge and awareness to stir young minds to learn better. She believes all things are possible through stories. In fact, being passionate about teaching children, reading and learning, Zeeny can't imagine living life any other way. Zeeny was fond of poetry, recitation, reading and writing since she was a child. She regularly represented her school in activities like debates, declamations, dances and drama and won several awards. She was also the sub-editor of the school magazine and received the best editor's award for it too. And that's where it all began!

Let me tell you a story... Zeeny believes that there is more to storytelling, than just telling a story. In 2008, she decided to work towards a new way of teaching—through stories in a fun, educative, creative and challenging way. 'The Storytellers' was born in October 2008, in a small room with make-do furniture. Now, it has metamorphosed into a beautiful studio with a library corner, a cosy storytelling nook, a stage and spotlights for performances, an art and craft and writing area, and a 4-acre space of garden for drama. She holds theme-based classes and emphasises on bringing out the creativity in each child, making them think out of the box, working on voice clarity and speech, building in them a love for literature. All the time improving their general knowledge and vocabulary. The storytellers also have an interesting book club, and a children's cookery club. For older children, Zeeny offers creative writing classes where they are taught how to write clearly and concisely, and effectively expand an idea.

Writing retreat
Zeeny trained under the Trinity Guildhall School of Music and Drama, London in 2006, but says she hasn't stopped learning ever since. She has taken frequent writing retreats in England

Press 28 w

Pallavi Puri creates a heady mix of heritage and modern design. We spoke to Puri on what brought her to launch her brand and how she plans to scale without compromising on quality



Invite you to national webinar on REDRESSING FASHION: CREATIVITY, COMMERCE AND CONSCIOUSNESS

ANITA DONGRE IN CONVERSATION WITH SUJATA ASSOMULL

ANITA DONGRE
A Fashion trailblazer who has built the largest fashion house in India. Employing over thousands of people and supporting the livelihood of many villages, she has been hailed as a power house and an exceptional entrepreneur

SUJATA ASSOMULL
A leading Fashion journalist based in Dubai and has edited and been associated with Harpers Bazaar, Business of Fashion, Vogue amongst others. She is also the author of '100 Iconic Bollywood Costumes' a visual history of Indian

NEW PLAY INSPIRED BY HER PAST

Theatre veteran Lushin Dubey's new play is about a city right after a bomb blast

Lushin Dubey

It is very sad that people will come and watch theatre," she adds. The play will be staged in Delhi on December 1 and 2 at the Sri Ram Center. The timings for the same are 8pm and 7.30pm respectively. The tickets for the play are available at the Sri Ram Center and Teksons bookshops, from 12am to 6pm everyday, and online on bookmyshow.com. What about those who depend on juggaad for tickets and passes? "Theatre is like a PhD in acting," she says. "It is very sad that happens, but I think people to become serious, all of directors, corporates and the media—have to come together. Directors have to promote us only then that theatre will get its right place," Lushin explains. For her, she says, theatre is like a PhD in acting.

Flavour of the Season

by Cimmaron Singh

COME SEPTEMBER, and we see not only a whole slew in the wardrobe, but also in retail prices with the last half of the month the most expensive time to purchase. A visit to the neighbourhood mall will show you that about 70 per cent of the clothes are for winter. As the early birds among you — and true fashion lovers are usually in that category — head out for the first splash, here's our guide to shopping for the new season.

1. **Wardrobe:** The wardrobe should be a mix of classic and contemporary. Invest in a few key pieces that will last for years. A well-tailored blazer, a classic trench coat, a pair of well-fitting jeans, and a few dresses are essential. Also, don't forget to invest in a few accessories like a handbag, shoes, and jewelry.

2. **Accessories:** Accessories are the key to a complete look. Invest in a few key pieces that will last for years. A well-tailored blazer, a classic trench coat, a pair of well-fitting jeans, and a few dresses are essential. Also, don't forget to invest in a few accessories like a handbag, shoes, and jewelry.

LIFE style

FASHION FETISHES REVEALED

How far will you go for a fashion obsession and how much is too much? Some women open their closets. By Cimmaron Singh

SHOE FIEND
Shahin Durrani, 34, is a professional who has a closet full of shoes. She says she has over 100 pairs of shoes, including high heels, flats, and boots. She says she loves shoes and that she always has a pair of shoes for every occasion.

BAG LADY
Shahin Durrani, 34, is a professional who has a closet full of shoes. She says she has over 100 pairs of shoes, including high heels, flats, and boots. She says she loves shoes and that she always has a pair of shoes for every occasion.

MANE INSANE
Shahin Durrani, 34, is a professional who has a closet full of shoes. She says she has over 100 pairs of shoes, including high heels, flats, and boots. She says she loves shoes and that she always has a pair of shoes for every occasion.

The boots go marching in

It's been a confusing season for boot-watchers. With so many styles qualifying as being 'in fashion', what do you choose to wear and with what?

by Cimmaron Singh

ALL TIED UP AND LACED
The boots of the season are all about the laces. From the classic chukka boot to the more avant-garde lace-up boot, there are many styles to choose from. The key is to choose a boot that fits well and is comfortable.

THE SHINY BOOT
The shiny boot is a classic choice for the season. It's a versatile boot that can be worn with a variety of styles. The key is to choose a boot that fits well and is comfortable.

THE TALL END OF THE BOOT STORY
The tall boot is a classic choice for the season. It's a versatile boot that can be worn with a variety of styles. The key is to choose a boot that fits well and is comfortable.

LIFE style

A Chip Off THE OLD ROCK

The Ralph Lauren ad endorses the Indian jewellery with western clothes look. But funky Indian fashionistas have paired maang tikas with minis for a while now

by Cimmaron Singh

The Ralph Lauren advertisement shows a woman wearing a traditional Indian sari with a modern, western-style top. This look is a blend of traditional Indian fashion with contemporary Western fashion. The article discusses how Indian fashionistas are incorporating traditional elements like maang tikas into their modern wardrobes.

Spring BLING

of the hottest spring/summer 2008 trends, different versions of the African Safari look are emerging in international runways.

by Cimmaron Singh

The article features a collage of images showing various fashion trends for the spring/summer season. It highlights the 'African Safari' look, which includes elements like animal prints, wide-brimmed hats, and layered clothing. The collage also shows other popular styles like bright colors and bold patterns.

Women's Day SPECIAL

Every woman's A-Z KEY to survival in the new world

by Cimmaron Singh

This section provides a comprehensive guide for women in the modern world. It covers various aspects of life, from career and finance to health and relationships. The 'A-Z Key' format makes it easy to find information on a wide range of topics.

LIFE style

STYLE CLINIC

by Cimmaron Singh

This section offers expert advice on various fashion and style issues. It addresses common problems like how to choose the right color, how to accessorize, and how to deal with body image concerns. The 'Style Clinic' format provides practical solutions for readers' style dilemmas.

Disco is back but only in small doses

A DIY guide to disco dressing in the 2000s

by Cimmaron Singh

The article explores the resurgence of disco fashion in the 2000s. It discusses how designers have reinterpreted disco styles for the modern era, incorporating elements like sequins, bold colors, and dramatic silhouettes. The article also provides a DIY guide to creating a disco-inspired look.

Your guide to the best buys in the end of season sales

by Cimmaron Singh

This section provides a comprehensive guide to the end-of-season sales. It lists various clothing items and accessories that are available at discounted prices. The guide includes information on where to find these items and how to take advantage of the sales.

LIFE style

JUNGLE SAFARI

by Cimmaron Singh

The article features a collection of images showing various fashion items inspired by the 'Jungle Safari' theme. These include animal prints, wide-brimmed hats, and layered clothing. The items are numbered 1 through 13, and their prices and retailers are listed.

Gimme Red

High fashion gets a festive boost this week as we catch the girls red handed. It's time to dress up as Santa comes to town

by Cimmaron Singh

This section features a collection of images showing various fashion items in shades of red. The items are numbered 1 through 13, and their prices and retailers are listed. The article also discusses the popularity of red in fashion and how to incorporate it into your wardrobe.

fashion ADDICT

by Cimmaron Singh

This section provides a comprehensive guide to fashion. It covers various aspects of fashion, from the latest trends to how to build a wardrobe. The 'Fashion Addict' format provides readers with the information they need to stay on top of the fashion world.

LIFE style

MAKE-UP, BODY & BATH GOODIES

by Cimmaron Singh

This section provides a comprehensive guide to beauty products. It lists various makeup, body, and bath products that are available at discounted prices. The guide includes information on where to find these products and how to take advantage of the sales.

LIFE style

BOHEMIAN RHAPSODY

by Cimmaron Singh

The article features a collection of images showing various fashion items inspired by the 'Bohemian Rhapsody' theme. These include wide-brimmed hats, layered clothing, and bold patterns. The items are numbered 1 through 13, and their prices and retailers are listed.

LIFE style

A WHOLE NEW SENSIBILITY

by Cimmaron Singh

This section provides a comprehensive guide to various fashion and lifestyle products. It lists various clothing items, accessories, and home goods that are available at discounted prices. The guide includes information on where to find these products and how to take advantage of the sales.

LIFE style

CAPTURING KITSCH

by Cimmaron Singh

The article features a collection of images showing various fashion items inspired by the 'Capturing Kitsch' theme. These include bold patterns, bright colors, and dramatic silhouettes. The items are numbered 1 through 13, and their prices and retailers are listed.

LIFE style

HOLIDAY FEVER

by Cimmaron Singh

This section provides a comprehensive guide to holiday fashion. It lists various clothing items and accessories that are available at discounted prices. The guide includes information on where to find these products and how to take advantage of the sales.



fashion ADDICT

by Cimmaron Singh

This section provides a comprehensive guide to fashion. It covers various aspects of fashion, from the latest trends to how to build a wardrobe. The 'Fashion Addict' format provides readers with the information they need to stay on top of the fashion world.

LIFE style

ACCESSORIES

by Cimmaron Singh

This section provides a comprehensive guide to fashion accessories. It lists various accessories like handbags, shoes, and jewelry that are available at discounted prices. The guide includes information on where to find these products and how to take advantage of the sales.

LIFE style

DIGITAL DEVELOPMENT

by Cimmaron Singh

The article features a collection of images showing various fashion items inspired by the 'Digital Development' theme. These include bold patterns, bright colors, and dramatic silhouettes. The items are numbered 1 through 13, and their prices and retailers are listed.

Brand NEW Story package

Photography

Personal Portraiture - 6 personal portraits with up to 3 dress changes

Product photos - 5 beautifully styled product images

Writing

Personal profile - 1 page

Brand profile - 1 page

Styling

Complete Styling & concept for the portrait session

Complete Styling & curation for Product photo session

Deck

One beautifully designed customised Pdf. brand pitch deck
of strategically selected visuals & narrative from this package



COMPLETION SCHEDULE- 2 WEEKS



HOPE TO WORK

WITH YOU
Soon

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