



PRESS RELEASE

Mumbai's finest comes to YOO. Sussanne Khan joins YOO as creative director

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YOO is proud to announce its collaboration with one of India's foremost design icons, joining as Creative Director of Sussanne Khan for YOO. YOO, the international design company, founded by international property entrepreneur John Hitchcox and Philippe Starck in 1999, welcomes the universally praised designer from Mumbai to join its all-star team of design gurus. YOO and Sussanne Khan will partner in a vision to create sustained value through exceptional design, launching with an exciting project in India in Q4 of this year.

This new partnership is an inspirational meeting of huge talent and experience, which will create desirable homes and hotels that result in increased value for developers and residents alike.

Sussanne Khan is widely lauded as a leading interior designer, tastemaker and style influencer; with over 15 years' experience working on international design projects. She obtained an Associate Art Degree in Interior Design from Brooks College, Long Beach, California in the year 1995. A self-proclaimed victim of a curious mind, she uses her imagination and talents to create diverse design stories inspired by the history of art and architecture through the ages. Her signature is a seamless blending of industrial masculine tone with feminine classical bohemian chic.

As Creative Director of Sussanne Khan for YOO, her eclectic and sumptuous signature style and wealth of experience will resonate widely with both Eastern and Western aesthetic tastes, making this partnership with an international brand an ideal synergy.

Sussanne has led many high-profile international projects creating home, restaurant, office, retail, spa and outdoor spaces. In 2012 she launched a two-storey store in Mumbai – The Charcoal Project, stocking diverse collections by global and Indian designers, as well as furniture designed by Sussanne herself. The store is a landmark achievement for modern urban Indian retail and arguably amongst the top design spaces globally.

Speaking about her new role as Creative Director of Sussanne Khan for YOO, Sussanne said: "I am completely honored to be part of the YOO design family. I have always admired the work and vision of this exceptional company. Together, I hope to offer new dimensions in creativity to the global market. New India is a rich mother lode of style, structure and material and the world is now ready to explore these intricately. Design to me is a feeling and an emotion and when all such energies align, we will, hopefully, reach heights of intensity and balance."

John Hitchcox, YOO Founder commented, "We're delighted to welcome Sussanne Khan to the YOO family in a collaboration that represents an exciting evolution for the brand. This partnership creates a unique opportunity to promote the very apex of contemporary Indian design across the world through one of its foremost figures. Sussanne brings enormous experience and talent to the collaboration and we see great potential in this incredible new offering."

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About YOO

A creative partnership between international property entrepreneur John Hitchcox and the world's most prolific designer Philippe Starck, YOO is a design and lifestyle brand creating homes, hotels and products that help people to live better through extraordinary design. Since 1999, YOO has worked with the world's most visionary designers and developers creating projects in 33 countries throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

www.yoo.com

About Sussanne Khan

Sussanne Khan has practised the art of design for 15 years. She is the founder of India's leading conceptual interior design store, "The Charcoal Project". The store came to life in 2011 and changed the meaning of curated interior design in India. Sussanne obtained an Associate Art Degree in Interior Design from Brooks College, Long Beach, California in the year 1995. Today, at thirty-eight, she straddles the world of fusion architecture, interior design play and original product design. All these disciplines always remain true to her foundation philosophy 'It's all in the details'.