



ICONIC BOOK CAPTURES SOUTH AFRICA'S INFLUENCE ON GLOBAL STYLE

While travel is a muse for many, WELL SOULED draws its inspiration from one particular aspect of travel – spontaneity - the kind of authentic exploration that no itinerary can offer. At the heart of WELL SOULED is the belief that lasting impressions are those that come naturally through the people you meet on your journey and how they connect you to the context, sharing their perspective on the attitudes, sounds, colors and textures that surround you. According to the WELL SOULED philosophy, this is how travel becomes emotional – or soulful.

Inspired by being well-traveled, well-dressed, well-read, well-versed... WELL SOULED is an independent production house translating this kind of cultural immersion into concept pieces that celebrate the organic experience of travel.

WELL SOULED's flagship collection is an iconic book series. Books, due to their visual, textural and thought-provoking nature, provide an ideal medium through which to capture a country's cultural expression. Books, like any currency, are borrowed, lent, shared, stored and gifted... but never thrown away. The WELL SOULED book series features culturally diverse countries that share a common allure: as influencers of style, they offer much more to be explored. The series' carefully directed content challenges your previous perceptions of the country. Like art, each book is multi-dimensional, seeking to evoke something different in each person who experiences it.

"We wanted it to feel a little bit more like a diary than just a simple book, and have more of a scrapbook feel by using different papers, highlighting different colors, and incorporating different effects including notes from people, recipes and lyrics. The different elements make the book much more tactile and, conceptually, really showcase travel as a very personal journey..."

Always present in Well Souled is the emotional pull: *"WELL SOULED is an invitation to connect – and reconnect – to a culture as you would a friend, uncovering its layers and unraveling its personality. Travel, like friendship, should be an ongoing exchange such that you are inspired to go back and reacquaint yourself, in different moods and different ways, until you come to love the beauty, and appreciate the complexities."*

It is this holistic perspective that ties social impact into the WELL SOULED vision. The celebration of culture is punctuated by a commitment to remain involved with the communities that inspire its products. WELL SOULED reinvests 20% of sales into social initiatives in each featured destination, beginning with HIV/AIDS programs in South Africa. This is how WELL SOULED weaves a sense of purpose more naturally into travel and style.

Fashion-inspired, WELL SOULED has chosen to introduce its book series through prestige partnerships and private events only, much like a "couture" collection. The collection is not available through traditional bookstores, online retailers or a third-party publisher. The series has been conceived and produced exclusively by WELL SOULED to establish a point of view.

WELL SOULED has been featured in various international publications and premier events. Please visit wellsouled.com for more detail.



ABOUT THE BOOK

Well Souled South Africa is not a traditional coffee-table book, a travel guide or a chronological journal. It is a series of impressions coming from a series of encounters, documented by a map of "threads" which illustrate how this journey unfolded. These vignettes capture their answers to a simple question: "How do you define style?" The result is a portrayal of a country not from the outside looking in, but rather from the perspective of a traveler who discovers contemporary South Africa from the South Africans. A unique mix of sophisticated, fashion-inspired design (the "well") and interwoven, first-person narratives (the "soul") distinguishes WELL SOULED as a dynamic cultural experience. *Well Souled South Africa* has received premier endorsements and features in high-profile publications for its innovative portrayal of South Africa.

HARDCOVER IN CUSTOM BOX, 12X10" TRIM, 312 PAGES, US \$110.00

ABOUT WELL SOULED

WELL SOULED is an independent production offering a contemporary, sophisticated viewpoint to travel. WELL SOULED's expertise lies in transcribing authentic cultural content into well-crafted, style-infused concept pieces, building an awareness campaign that attracts tastemakers around the world. WELL SOULED has earned a reputation for artistry, design innovation and thought leadership.

The spirit of WELL SOULED is years in the making, a reflection of writer/director Mital Shah's own mosaic background and search to connect the dots. Strongly rooted in her cultural heritage and in the performing arts as a child, she actively sought opportunities to link the artistic and business worlds as a young professional. After stints as an investment banker, a Fulbright scholar and a fashion executive for designer Vera Wang, she found herself at a professional crossroads and deeply affected by the loss of her mentor to AIDS. The idea for WELL SOULED came over a coffee shop heart-to-heart in September 2006. Here, finally, was a way to bridge culture, style and a sense of purpose in distinct fashion. Two months later she was on a plane to South Africa, a country she had never visited despite her many travels and whose struggle against AIDS connected closely to the inspiration behind the concept. Well Souled has been shaped by the open-minded people who have embraced the vision as their own.

In the spirit of being well-traveled, well-heeled, well-dreamt, well-lived...
introducing Well Souled.

MITAL SHAH IS A GRADUATE OF GEORGETOWN UNIVERSITY'S SCHOOL OF FOREIGN SERVICE AND HARVARD BUSINESS SCHOOL. SHE IS BASED IN NEW YORK CITY.

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