



RASA LILA

FEELS GOOD

# PRESS RELEASE

OFFICIAL LAUNCH  
OF THE LUXURY LIFESTYLE BRAND  
LUXURIOUS SHAWLS AND CAPES  
FOR STYLE CONSCIOUS WOMEN

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AMSTERDAM, JULY 13TH 2018

## THE BRAND

RASA LILA IS A LUXURY LIFESTYLE BRAND THAT CREATES ULTIMATE LUXURY PRODUCTS, USING THE WORLD'S FINEST NATURAL MATERIALS. THEREFORE RASA LILA TRANSFERS A GENUINE HERITAGE OF SKILLS INTO MODERN FASHION STATEMENTS FOR STYLE CONSCIOUS CONSUMERS. RASA LILA'S COMFORTABLE FASHION ACCESSORIES ARE PERFECTLY DESIGNED TO ACCOMPANY YOU ON YOUR JOURNEY THROUGH LIFE. THE PRODUCTS MAKE YOU FEEL STYLISH AND PROUDLY FEMININE AND ALLOW YOU TO EXPRESS YOUR JOYFUL LIFE. THIS IS THE RASA LILA FEELING: COMFORTABLE AND ELEGANT, CONSCIOUS AND SENSUOUS.

## THE LAUNCH COLLECTION

TODAY RASA LILA OFFICIALLY LAUNCHES IT'S COLLECTION AT THE FASHIONABLE W HOTEL IN AMSTERDAM. FOR THIS LAUNCHING COLLECTION THE INSPIRATION WAS FOUND ON THE SOUTH AMERICAN ALTIPLANO WITH ITS MESMERIZING LANDSCAPE AND PURE NATURAL SMELLS AND COLORS. THE CHALLENGE TO TRANSFORM THIS ATMOSPHERE, WHICH FOR CENTURIES WAS CAPTURED IN AUTHENTIC PONCHOS, INTO ELEGANT MODERN LIFESTYLE PRODUCTS, RESULTED IN A UNIQUE COLLECTION OF LUXURY SCARFS, SHAWLS, WRAPS AND CAPES. ALL MADE OF THE FINEST HIGH-GRADE ROYAL OR BABY ALPACA. THE COLLECTION OFFERS A COMBINATION OF REFINED FABRICATIONS WITH THE NOTION OF LUXURIOUS NEW AGE TRAVELING. ALL COMPLETED WITH A FOCUS ON UNIQUE CRAFTSMANSHIP.



## OUR VISION

“EVERY WOMAN  
FEELS GOOD  
WHEN SHE  
LOOKS GOOD”



RASA LILA

## **ALPACA**

ALPACA IS CONSIDERED BY THE FASHION WORLD AS ONE OF THE MOST NATURAL, SUSTAINABLE, EXCLUSIVE AND LUXURIOUS FIBERS. SOFTER THAN CASHMERE, WARMER AND STRONGER THAN LAMBSWOOL. HIGH-GRADE ALPACA, SUCH AS ROYAL AND BABY ALPACA HAS AN EXTREME LOW PRICKLE FACTOR. SO IT DOES NOT ITCH AND MOST PEOPLE CAN COMFORTABLY WEAR PURE ALPACA LIKE A SECOND SKIN. ALPACA CONTAINS NO LANOLIN, WHICH MEANS IT IS HYPO-ALLERGENIC. ALPACA HAS A UNIQUE BREATHABILITY AND WORKS AS A NATURAL INSULATOR BECAUSE OF IT'S MICROSCOPIC AIR-POCKETS. THIS ALLOWS IT TO TRAP BODY HEAT ON COLD DAYS AND LIKewise, MAKE IT BREATHE ON WARMER DAYS. THIS MEANS YOU CAN WEAR ALPACA ALL YEAR ROUND.

## **STYLE CONSCIOUS**

THE PRODUCTS OF RASA LILA ARE FAIR AND SUSTAINABLE. WE GIVE BACK TO THE NATURAL HABITAT AND CRAFT COMMUNITIES WITHIN WHICH WE MAKE OUR QUALITY GOODS. MAKING YOU STYLE CONSCIOUS WHEN YOU WEAR IT.

## **WHAT DOES RASA LILA MEAN**

RASA LILA IS THE COMBINATION OF TWO ANCIENT WORDS THAT TRANSLATE INTO THE EMOTION ONE FEELS OF LOVE, JOY AND HAPPINESS IN AN ACT OF EXPRESSION SUCH AS DANCE OR LIVING THE GOOD LIFE. RASA LILA, THE BRAND, LITERALLY STANDS FOR 'FEELING THE JOY OF LIFE'.

## **THE BIRTH OF RASA LILA**

A MESMERIZING ENCOUNTER WITH AN INDIGENOUS PERUVIAN WOMAN, WHO WAS HAND-WEAVING A TRADITIONAL ALPACA SHAWL, SPARKED THE IDEA OF CREATING ULTIMATE LUXURY LIFESTYLE PRODUCTS, MADE OF THE FINEST NATURAL MATERIALS AND TO MAKE THIS AVAILABLE FOR THE REST OF THE WORLD. THIS WAS IN 2017 THE INSPIRATION FOR CORNÉ VAN NIJHUIS TO CREATE A NEW BRAND AND TO START RASA LILA. CORNÉ VAN NIJHUIS FOUNDER AND OWNER OF THE BRAND: "I AM INCREDIBLY PROUD OF WHAT WE HAVE ACHIEVED WITH THIS LAUNCHING COLLECTION TOGETHER ALSO WITH LOCAL PROFESSIONALS, THEIR EXPERTISE HELPED US CREATING AND DEVELOP A LUXURIOUS LIFESTYLE BRAND. TOGETHER WE SHARE THE PASSION FOR FABRICS, WEAVING TECHNIQUES AND COLOR COMBINATIONS. OUR STRENGTH IS THAT WE TRANSFORM POSSIBILITIES INTO HIGHLY VALUED RESULTS FOR OUR CUSTOMERS."



RASA LILA

## THE COMPANY

RASA LILA IS AN AMSTERDAM BASED, DUTCH COMPANY, FOUNDED IN 2017. THE BUSINESS CONCEPT IS TO MAKE WORLDWIDE TREASURES OF AUTHENTIC CRAFTSMANSHIP AVAILABLE FOR THE REST OF THE WORLD. THIS IS REALIZED BY WORKING WITH THE BEST PROFESSIONALS IN THEIR FIELD: DESIGNERS, PRODUCERS, SERVICE PROVIDERS, RETAILERS AND E-TAILERS. TOGETHER CREATING THE RASA LILA FEELING FOR OUR CUSTOMERS.

## WHERE TO FIND RASA LILA

AS REAL LUXURY IS APPRECIATED THROUGHOUT THE WORLD, RASA LILA WILL FOCUS ON WORLDWIDE CUSTOMERS. THIS MEANS OUR PRODUCTS ARE AVAILABLE ONLINE WITH FREE WORLDWIDE SHIPMENT. YOU CAN FIND RASA LILA ONLINE AT [WWW.RASA-LILA.COM](http://WWW.RASA-LILA.COM) AS WELL AS THROUGH SELECTED ONLINE PARTNER-SITES. WE FOCUS ON INTERNATIONAL HIGH-END DEPARTMENTS STORES AND EXCLUSIVE MULTI-BRAND FASHION BOUTIQUES AT WORLDWIDE PREMIUM LOCATIONS.

RASA LILA ALSO STRIVES TO START A VIBRANT ONLINE COMMUNITY ON:  
FACEBOOK & INSTAGRAM

CLICK THE ICONS TO OPEN THE PAGES

## HOW TO CONTACT

YOU CAN REACH RASA LILA ON EMAIL AT  
[CONTACT@RASA-LILA.COM](mailto:CONTACT@RASA-LILA.COM)

OR HERE AT [LINKEDIN](#)

OR BY PHONE ON +31 (0)610 949 339  
MONDAY TO FRIDAY 10 AM – 5 PM (CET).

DOWNLOAD THE CAMPAIGN IMAGES [HERE](#)



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