

## Decembeard

Going along with the growing popularity of men growing facial hair, November was a trendsetter when it was started, to raise awareness about prostate cancer. A few years later, Decembeard, named for its cute little combination of 'December' and 'beard,' encouraged men to grow out their facial hair. In collaboration with Bowel Cancer Awareness, Decembeard was founded with the purpose of raising awareness about the devastating impact of bowel cancer and the importance of getting medical screenings for early detection. It's a great time to help inform the public, and also have a fun time, supporting a good cause!



## #INSIGHT

### The Perfume Capital Of India

Ittar makers of Kannauj can draw out the fragrance from a large number of natural ingredients.

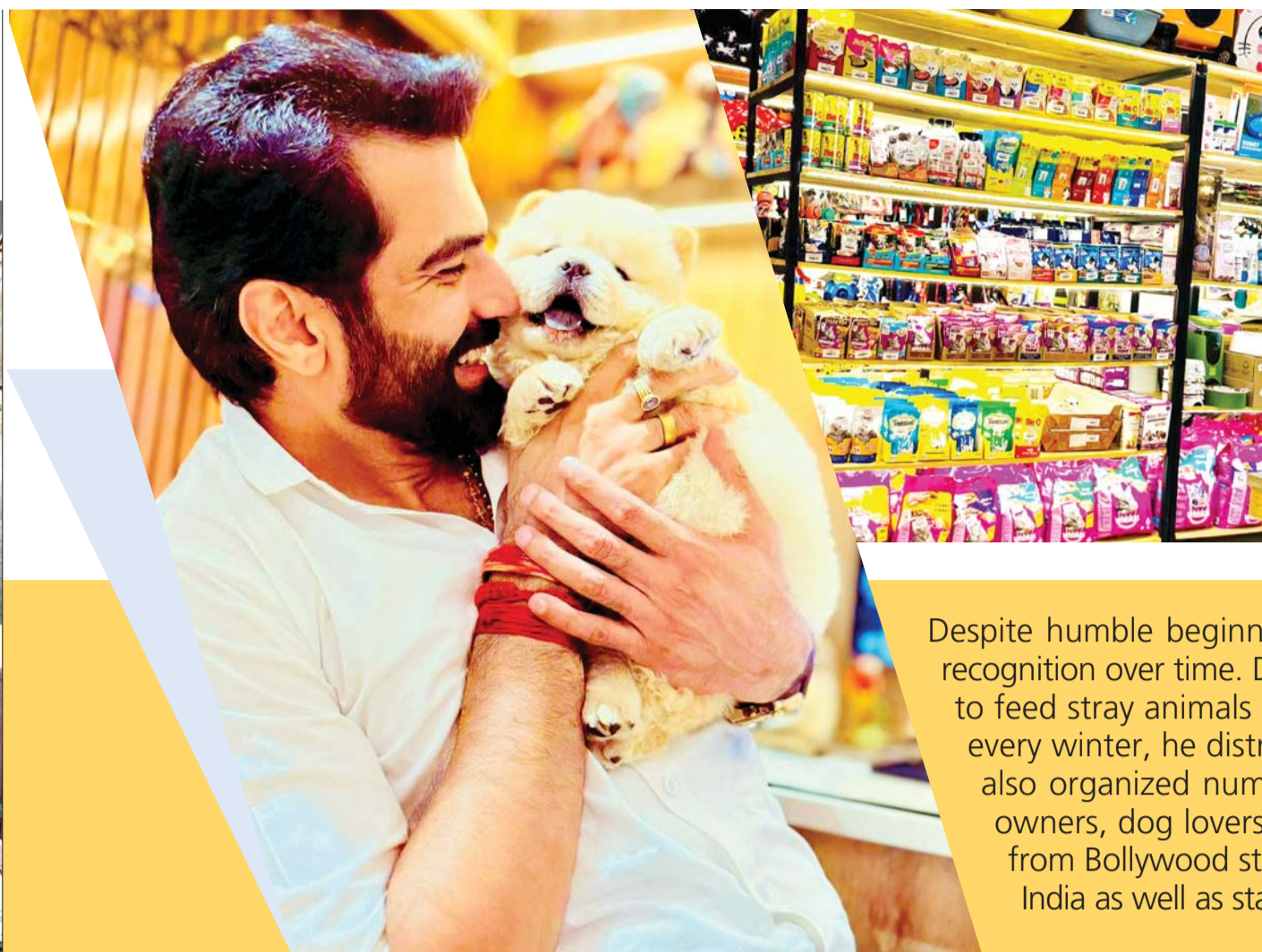


Before India had liberalised its import market, one of the most popular buys for Indians travelling abroad was perfumes. Around three to four hours' drive, depending on the traffic, from Agra, Kannauj looks like any other dusty north Indian town. Little remains of this once glorious city-state, now part of Uttar Pradesh, which traces its antiquity to the days of the Mahabharata, and rose to its greatest height as the capital of Emperor Harsha (590 to 647 CE), when it was called Kanyakubja.



But even as you walk through the streets of the old town, you cannot miss the fragrant note in the air. Even the sludge flowing through the roadside drains sometimes reminds you of a floral note. That is because a large number of families in the town are engaged, for generations, in the making of 'attar' or natural fragrant oils and extracts, which are widely used in making perfumes, essential oils for consumer products.

Although, it is not known when Kannauj started manufacturing attar (also known as 'itar', 'itra' or 'it') but seventh-century biography Harshacharita, written by the emperor's court poet Banabhatta, contains refer-



Despite humble beginnings, his dedication to the cause gained recognition over time. During the COVID-19 pandemic, his efforts to feed stray animals across the city inspired many others, and every winter, he distributes free jackets to street dogs. He has also organized numerous dog shows in Jaipur, drawing pet owners, dog lovers, and even high-profile clientele, ranging from Bollywood stars to political leaders like the President of India as well as state Chief Ministers and Governors.

## Doggie's Day Out

Tusharika Singh  
Freelancer Writer and City Blogger



Rajasthan's first multi-storey facility for pets is setting new benchmarks in pet care, emerging as a true landmark endeavour. Designed to cater to every need of pets and their families, this innovative space seamlessly blends luxury, well-being, and community under one

roof. At its heart lies *The Pawfee House* café, a unique haven where pets and their parents can bond over speciality treats and beverages. The facility also offers a state-of-the-art grooming salon, a well-stocked pet store, a refreshing pool, and much more. It is not just a space for services, it is a thoughtfully designed retreat that celebrates the bond between humans and their furry companions while redefining pet care in Rajasthan.

### Where Pets Take the Spotlight

Situated at the Maharani Farm in Jaipur's Durgapura, an innovative space is redefining how pets are cared for and celebrated. The state's first multi-storey dog facility center is the brainchild of Viren Sharma, affectionately known as the 'Dog Man of India.' Combining leisure, future health-care, and luxury, this facility is a sanctuary where pets are treated as VIPs. "This space was created

with the vision of providing not just services but also a safe, loving environment for pets and their parents," says Viren Sharma. "It is about setting a benchmark for pet care in India." The centerpiece of this facility is *The Pawfee House*, Rajasthan's first true pet café and not just pet-friendly, where pets can roam freely, accompanied by an array of amenities designed for their happiness and well-being.



## #PET CARE

### A Life shaped by love for Dogs

Born in a simple Brahmin family, right from his childhood, Viren was surrounded by dogs. His three companions, Kalu, Candy and Sheri, were his constant friends. His father's love for dogs created an environment where an unconditional bond with furry friends flourished. This passion eventually became the foundation of his career. In 2000, Viren carved out a business model centered around dogs with the *International Dog Bazaar*.



Initially, he even had to loan INR 5000 to buy pet accessories for a dog show stall. Despite humble beginnings, his dedication to the cause gained recognition over time. During the COVID-19 pandemic, his efforts to feed stray animals across the city inspired many others, and every winter, he distributes free jackets to street dogs. He has also organized numerous dog shows in Jaipur, drawing pet owners, dog lovers, and even high-profile clientele, ranging from Bollywood stars to political leaders like the President of India as well as state Chief Ministers and Governors. With the launch of this new dog center in Durgapura, Viren has taken his mission to elevate pet care in Jaipur to a whole new level.

### Where Pets lead the Way

Unlike many pet-friendly spaces that restrict animals to certain zones, this facility turns the concept on its head. Pets are welcome everywhere, from the café's tables and sofas to the pool and grooming salon. "We wanted to create a space where pets could truly feel at home," says Sharma. The facility's all-weather swimming pool is a hit among dogs who enjoy splashing around, while the pet homestay offers a serene retreat for pets whose owners are travelling. With soothing videos playing on a LCD screen and comfortable accommodations, it is a haven for pets who need extra care in their owner's absence.

### A Super-Speciality Hospital on the Horizon

A major highlight of the facility will be its super-speciality hospital, currently under development. The hospital is set to address both physical and emotional health challenges in dogs. From lifestyle disorders like high blood pressure and diabetes to mental health issues such as anxiety and depression, it aims to provide comprehen-

sive care. "Dogs today face many of the same health issues as humans due to changing lifestyles," Sharma explains. "Once operational, our hospital will ensure holistic care for their well-being." The hospital will also feature groundbreaking services like dog telepathy experts, who specialize in reuniting lost pets with their families.



### The Pawfee House: More than a Café

While healthcare forms the backbone of the facility, *The Pawfee House* is a delightful space for pets and their parents. Dogs can enjoy a huge variety of vegetarian dishes, freshly prepared by chefs trained in the UK. For their human companions, the café serves speciality coffee sourced from Africa, Australia, and Colombia, along with an array of delectable treats.

"Every dish for dogs is tailored to their needs and preferences," shares Sharma. "It is not just food, it is an experience for both the dog and the dog owner." The café also features a private lounge for celebrating special occasions like birthdays or adoption anniversaries, complete with custom cakes and decorations.

### Luxury Amenities for Posh Paws

The facility elevates pet care with luxurious amenities. Private kennels, custom meals, and luxury beds ensure that pets enjoy a comfortable stay. There are two boutique apartments which allow tourists to lodge with their pets, ensuring a seamless experience for families travelling with their furry friends.

The grooming salon offers world-class services, including Thai and Greek massages for dogs, ensuring relaxation and rejuvenation. "Pet owners want the best for their dogs, and we're here to provide that, whether it is grooming, fashion, or health," Sharma adds.

### Supporting Stray and Homeless Dogs

The center's commitment to animal welfare extends to the streets. A dedicated kitchen prepares 300 tiffins of fresh food daily for homeless dogs, which are sold for just two rupees to encourage community involvement. "Our motto is to care for all dogs, not just those with owners," says Sharma. Adoption drives, complete with registration, microchipping, and vaccinations are also a regular feature at the facility. Sharma advocates for adopting local breeds, emphasizing their loyalty and loving nature.



### Resident Dogs and Warm Welcomes

Adding to the charm of the facility are its 73 resident dogs, who eagerly greet visitors and make everyone feel at home. "People often

leave here with not just happy memories but also new friendships, with our resident dogs or other pet parents," Sharma notes.

### A Space to create lasting Memories

For Jaipur's growing pet-loving community this multi-storey facility is more than just a collection of services, it's a space to create cherished moments. Whether enjoying a relaxing afternoon with coffee, celebrating a pet's birthday with a splash in the pool, or connecting with fellow animal lovers, the center offers something for everyone.

Preventive health checkups are essential for early detection and management of potential health risks, especially in smaller cities where health isn't often a priority. With rising heart attack cases and other health fatalities among young adults, Viren emphasizes that regular health checkups are as crucial for pets as they are for humans.

"Our goal is to create a place where pets and their families can bond, explore, and simply enjoy life," Sharma concludes.

rajeshsharma1049@gmail.com



## #J'ADORE

### Coat Trends You'll Want To Wear Everywhere

You've now gained an extra element to finish off your look.

This is the season to be... bundled. We all know a select group of cold-weather lovers who are rejoicing the winter months. To be honest, with this season's must-have coat trends, we can't blame them. While some of us may be missing those warmer temps, expanding your coat collection makes dressing for winter all the more fun.

#### The Wardrobe Staple

You can never go wrong with a true classic. A long wool coat not only keeps you warm, but it's the definition of timeless fashion. This particular style is one of the most versatile outerwear trends. Whether you're dressing up for a night out or casually running about town, the wool coat completes your look while keeping you toasty warm all season long.



#### Luxe Faux Furs

Looking luxe has never felt so good. When opting for a faux-fur coat (and a well-made one), you still gain an investment for years to come without harming animals in the process. Perfect for layering over chunky knits and sweaters, wear alike, it's an ideal wardrobe staple for those who love a good statement.



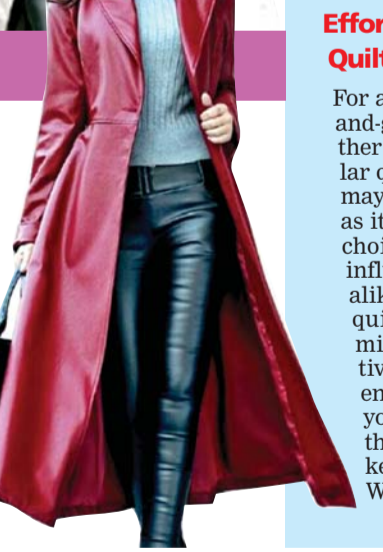
#### Padded Puffers

A puffer jacket is the tried and true coat that everyone should have in their wardrobe. Even with a cropped style, you'll be warm. Thanks to details like a drawstring waist, it keeps cold air out, or a detachable hood. Plus, in traditional puffer style, these coats are weather-friendly and designed with a water and wind resistant nylon fabric.



#### Sleek Leather Trenches

There's no wrong way to wear a leather trench. If there's one outerwear piece that is sure to make your inner style-star shine, it's this one. From confident-girl walks to the office to unforgettable nights out, there's a certain energy that the leather trench holds, which simply elevates every wearer's mood. From coat collectors to those looking to refresh their outerwear, it's the trend you'll be reaching for in your weekly coat rotation.



#### Crisp Winter Whites

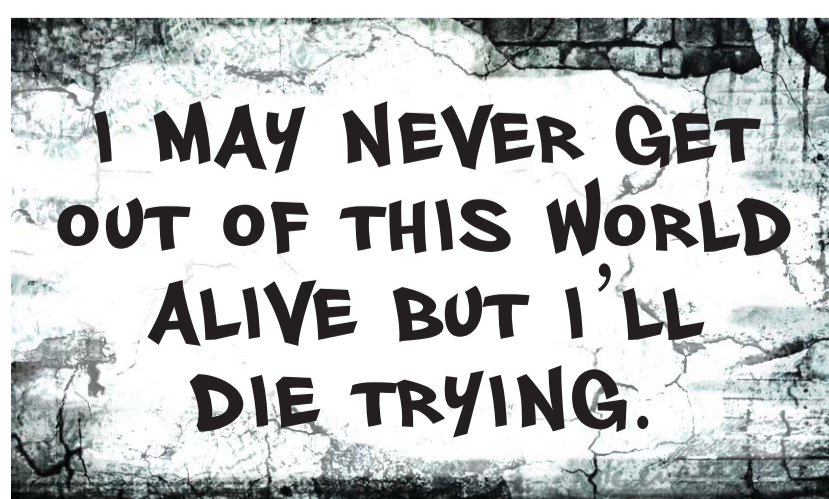
You all know her and you all wonder how she keeps her pristine whites so clean. Take this as your sign to be that girl and channel a serene energy this season. Winter whites have always been a stunning take on outerwear and this season's clean, crisp silhouettes are no different.

#### Effortlessly Chic Quilting

For an effortless throw-and-go coat, look no further than the ever-popular quilted coat. You may recognize this style as it's become the go-to choice among style influencers and editors alike. Think of the quilted coat as the minimalist's alternative to a puffer. Easy enough to slip on as you're running out the door, but made to keep you warm. What's not to love?



## THE WALL



## BABY BLUES



By Rick Kirkman & Jerry Scott

## ZITS



By Jerry Scott & Jim Borgman