



# THE BEAUTY OF PHILANTHROPY

in collaboration:



MANDALA WEDDINGS



ANISA®



SIMPLE • SOPHISTICATED • STYLISH

# Meet the Hosts



Gene Higa  
Host

One of the Top Ten Event Photographers in the World & Co-Founder of Mandala Weddings Magazine, Gene Higa travels the world doing what he loves, photographing events near and far, and is one of the most sought-after photographers today. Originally from Los Angeles, Gene makes his home in Orange County, but calls the globe his office. Gene has been commissioned to photograph celebrations all over the world. A trailblazer educator in the photography industry. He has been sharing his knowledge with event professionals for the past 10 years.



Nirjary M. Desai  
Host

Regarded as one of the top Southeast Asian event producers, Nirjary Desai is the Chief Experience Officer and Founder of KIS (cubed) Events, specializing in one-of-a-kind event experiences with serious wow factor for some of the top brands, celebrities and personalities across the US and globally. Born in Zambia, raised in South Carolina and educated in London, Nirjary's polycultural upbringing instilled a passion for global travel, socially conscious businesses, and inclusive community building. A champion for women and people of color, Nirjary works with women nationally and internationally and devotes much of her free time to community building and mentorship.



golden Mysore silk saree for her haldi, a pistachio green Sulakshana Monga lehenga for their Hindu ceremony and a dazzling red Anushree Reddy lehenga for their reception. The groom's clothes were all bespoke items crafted in Delhi and New York, but the pièce de résistance was a vintage velvet sherwani (a family heirloom) he donned for the Nikah.

"I truly loved the entire process of planning our wedding—from shopping with my parents in India to the meetings with our amazing planners



s to 2 a.m. seating chart... my (now) husband," Neha... dala Weddings of the proces... ing our special weekend felt... cause we were doing it to... our love. And we had the... our extraordinary parents"

She continued: "While I put... attention into the details and... the event, when the weekend... rolled around, the moments... beautiful and special—the... we will never forget and... wedding sing—were thanks... guests: the dance performanc

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**EVENT PARTNER**

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# EXPERT GUEST

## ANISA TELWAR KAICKER

Founder and CEO, Anisa International & Anisa Beauty

Anisa Telwar Kaicker is the Founder and CEO of her namesake business, [Anisa International](#). She started her business in 1992 and has pioneered the leadership, product development and culture of this globally branded business through the design and manufacturing of cosmetic brushes for makeup and skin care. She partners with the most esteemed brands in the beauty industry.

At the core of her strategic approach Anisa states, "Each year, through transformative methods of developing makeup and skin care application products, we aim to create tools that are light years ahead of their time. Our primary focus is identifying the authentic beauty within each brand's hero products and supporting the promotion of their artistry in ways that are uniquely their own."

As a trusted authority, Anisa has built a reputation on creating the highest standard of innovative, quality-driven products in the beauty brush space and attributes much of this success to an unyielding commitment to transparency within the manufacturing process. In 2003 Anisa International vertically integrated their operations by opening their own manufacturing facility, [Anisa China](#), in Tianjin. Fast-forward to 2020 and through substantial investment in social and environmental sustainability, Anisa has expanded her operations by opening two new state-of-the-art and facilities, Anisa Tianjin and Anisa Jinghai which are committed to cleaner, safer, responsible manufacturing and employs over 500 individuals dedicated to the practice of cruelty-free and ethically made products.

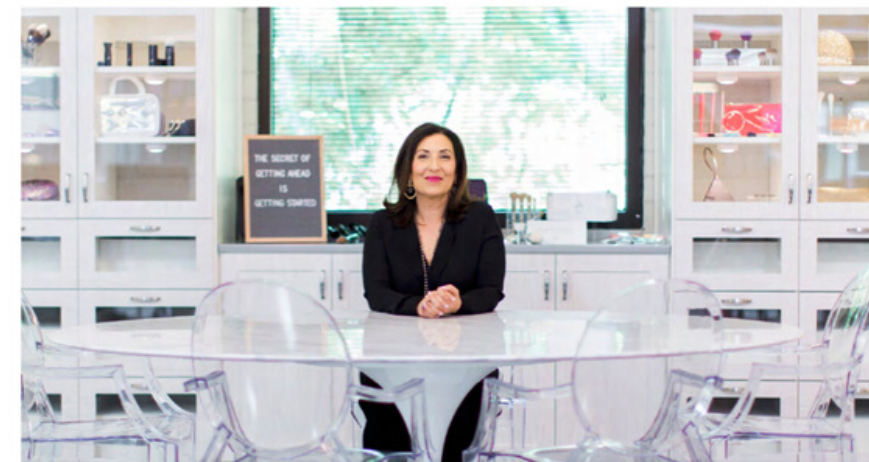


"At Anisa International, we are leading the charge in how to make better brushes without harming the environment and by providing fair wages for the artisans who make your products," says Anisa (or ATK as she is fondly known in the business).

Now, after almost 3 decades of providing superior products to the best brands in the business, Anisa has chosen to further expand her innovation with a specialized category of cosmetic brushes focused on skin care application through [ANISA Beauty](#). This new channel reaches the end consumer

through a digitally native brand with an underlying intention of serving as an additional R&D platform. Consumer intelligence obtained from ANISA Beauty will provide critical feedback to further grow and support her long-standing beauty brand partners.

Anisa is a passionate creative that is bound to her professional work through a spirit of providing meaningful solutions that make consumers lives easier and more engaging when it comes to their beauty routines. Her personal reputation is equally notable and includes long-standing philanthropic contributions that span causes for homeless families, animals and the conservation of our environment.



" AS BUSINESS LEADERS, WE HAVE A RESPONSIBILITY TO OUR COMMUNITIES. PART OF THIS RESPONSIBILITY IS TO GIVE BACK IN A WAY THAT MINDFULLY CULTIVATES A CULTURE OF LEAVING A POSITIVE IMPACT BOTH TODAY AND FOR FUTURE GENERATIONS." — ATK



# OUR MANTRA

Finding Your Beauty  
from Within.

# QUESTION 1

When you got into the beauty business what was your three biggest challenges?

# QUESTION 2

How are you being motivated  
right now with the beauty  
business at a standstill?



# QUESTION 3

If you had to pivot in this new norm, how would you advise the industry and how should they focus on what they do well?

# QUESTION 4

Should we embrace the weak points in our business, if so how should we identify those for improvements?

# QUESTION 5

Where challenges occurred how did you come out of it resilient?

# QUESTION 6

Solid infrastructure & communication is so important, and in the beauty industry we see many scared to be transparent, how do we focus on making this proactive & positive for consumers?

# QUESTION 7

Many creatives don't plan for the future, and we see this in the beauty industry and across others, what is your advice for creatives to get more focused on their finances verses living in a bubble of what they think they deserve verses what they are doing to work for it?

# QUESTION 8

You have spent years developing a international beauty brand, but you have spent the same time supporting causes & initiatives that have made a huge philanthropic effort in parts of the world.

How does one find this motivation & mindset?

# QUESTION 9

When someone is looking for opportunity, what is your suggestion to them to find the opportunity instead of waiting for it to be delivered on a silver platter?

# DISCOUNT-BRIDE20

Enjoy 20% off your entire purchase with code BRIDE20. Offer valid online only at [anisabeauty.com](https://www.anisabeauty.com) through December 31, 2020. No exclusions apply. No substitutions may be made after an order is placed. One promo code per order. Cannot be combined with other offers. Cannot be applied to previous purchases. ANISA Beauty reserves the right to remove items from an order if unavailable. ANISA Beauty reserves the right to modify or cancel this promotion at any time without notice.



# GIVEAWAY PRIZES

- 10 giveaway winners will receive the Beauty Essentials for Your Big Day kit.
- Grand Prize Winner

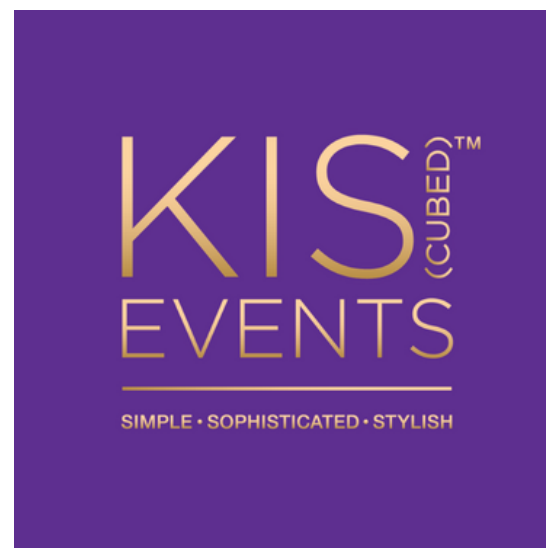


# GIVEAWAY INSTRUCTIONS

- Subscribe to our emails at [www.anisabeauty.com](http://www.anisabeauty.com)
- Follow @anisabeauty on Instagram
- Follow @TheRealATK on Instagram (Anisa's personal account)
- ANISA Beauty team will select giveaway winners and mail product



# ELEVATE THE INDUSTRY WITH US



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