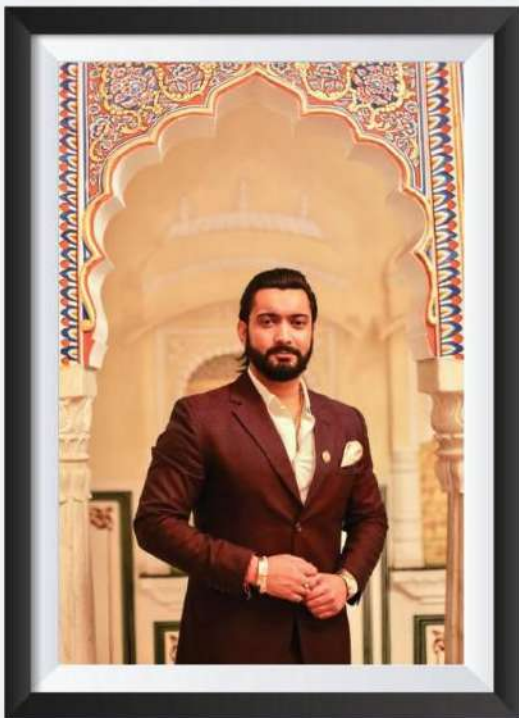


## PRINCE DIGRAJ SINGH SHAHPURA



DIGRAJ SINGH SHAHPURA

The prince of Shahpura, Digraj Singh has been successful in creating the image of a popular hotelier and designer with a label in his own name. In the last 12 years, he has flawlessly established a business empire which has been accepted by people at large heartily. With a desire to create a niche in the hotel industry by expanding the Shahpura chain of hotels which includes Shahpura House, Shahpura Haveli and Shahpura Kumbhal Villas, Digraj has been putting in huge efforts. This chain which reflects the culture of Shahpura, Rajasthan was started by his father, Surender Singh and he has only taken it forward by bringing the rich heritage to the forefront. Soon, he will be launching five more properties this year further adding a few more feathers in his cap. The existing regal property is a live example of the restoration of its original charm and aura. The architecture is absolutely magnificent and breath-taking. These residences are a great mix of traditional ambience with world class facilities where you can experience the age-old royal times and still enjoy the facilities of today. These hotels are not only famous locally but also globally and are included in the list of finest historic hotels. Taking a step forward, the prince of Shahpura has even collaborated with the global hospitality agencies like Preferred Hotels and Resorts to launch Shahpura Suites, a new and unique venture.

In addition to hospitality industry, Digraj is also interested and passionate about fashion. He believes in keeping alive the Indian heritage and culture and tries to showcase and bring to life the same through his own designed apparels. To create the best, he has gathered a lot of knowledge in regards to fashion by travelling and staying abroad after which, he started "Digraj Singh Shahpura", a clothing label in his own name. He is adamant and focused to take Indian fashion forward and make a mark on the international fashion map by displaying the unique designs inspired from Jodhpuri, Bandhgala, and Achkan, his ancestral roots and strengths. The collection under his label includes Haute Couture for both men and women which reflects the craft and heritage of the royal Rajasthan. The services that are offered under the label have now expanded and offers exquisitely designed jewellery and consulting as well.

When asked about his intention behind all this remarkable work and how responsible he feels to be a prince, he said, "I know where I come from and how important it is for me to build a place, which has the essence of my roots, my rich heritage. I want people to experience and appreciate the beauty of our culture."



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