

A Touch of India at Chantilly: Taluka Tents Captivate at the Prix de Diane Hermès, Celebrated by The New York Times

The New York Times

At Chantilly races, a touch of India

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By **Suzy Menkes**

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Revisiting the moment when Taluka Tent was featured in The New York Times by none other than Suzy Menkes!

CHANTILLY, France — They were handsome, with undulating shapes and colorful against the summer sky. But we are not talking about the frisky fillies or their jockeys at the Prix de Diane Hermès. Instead it was the decorative tents in sunset pinks and vivid orange that stole the thunder at this annual and fashionable event in the countryside at Chantilly.

The classy picnic is as much a focus as the venerable horse race for many visitors; and the open-sided tents, with their fancy poles and embroidered cushions for seating, were redolent of Rajput festivities on the manicured lawns of colonial India.

Like the Rajasthani dancers weaving their sinuous bodies to entertain the crowds and the elite corps of India's 61st cavalry in a splendid display of horsemanship on the turf, the Taluka tents had indeed come from India. With a showroom in the Rambagh Palace, Jaipur (info@talukatent.com), these Indian wedding tents have exotic names, from "royal pergola tent," through "Raj pavilion" to "Maharani canopy." They also dress the interiors by supplying "royal sitting."

The fancy tents did the elegant Hermès event on Sunday proud - as haute sun shelters, restaurant areas and temporary boutiques selling Indian artifacts.

Chantilly, France – The elegance of the French countryside met the vibrant spirit of Indian tradition at this year's prestigious **Prix de Diane Hermès**, where **Taluka Tents** delivered a cultural and visual spectacle that captivated guests and media alike. In a scene where haute couture meets horse racing, it was the vivid hues and intricate detailing of Indian tents, not the thoroughbreds, that stole the limelight. So striking was the display that *The New York Times* featured it prominently, with renowned fashion journalist **Suzy Menkes** penning the moment as a standout of the event.

This annual race, hosted on the lush lawns of **Chantilly**, just outside Paris, is often described as the "Ascot of France," where aristocracy, fashion aficionados, and equestrian enthusiasts converge for a day of tradition, beauty, and social splendour. Yet amid designer hats and fine champagne, it was a **touch of Rajasthan** that turned heads and sparked conversations.

A field of open-sided tents in **sunset pinks, saffron oranges, and jewel-toned fabrics**, elegantly perched on the manicured greens, transported guests from the rolling hills of Chantilly to the royal courts of India. These were no ordinary shelters. Created by **Taluka Tent**, a luxury Indian tent maker headquartered in **Jaipur's iconic Rambagh Palace**, the structures were rich with **embroidered cushions, decorative poles, traditional motifs, and fine cottons**. The visual language was unmistakably Indian—majestic, ornate, and warm, yet seamlessly integrated into the refined aesthetic of the French setting.

A Cultural Fusion That Resonated

The presence of Taluka at such a high-profile European event is more than a design moment—it represents a meaningful cultural dialogue. The **Rajasthani influence** extended beyond the tents themselves. Guests were treated to performances by **traditional dancers**, whose flowing movements and brightly colored attire mirrored the elegance of the tented lounges. Even India's elite **61st Cavalry regiment** graced the turf, demonstrating masterful horsemanship that paid tribute to India's deep equestrian traditions.

In *The New York Times* coverage, Menkes wrote of the tents with admiration, highlighting how their "undulating shapes and colourful silhouettes" brought a distinctive vibrance to the atmosphere. These installations, with names like "**Royal Pergola Tent**," "**Raj Pavilion**," and "**Maharani Canopy**," became more than décor—they were **experiential spaces**, hosting everything from champagne picnics and shaded lounges to temporary boutiques offering handcrafted Indian artefacts.

From Jaipur to the World

The journey of Taluka Tent is rooted in a love for heritage and craftsmanship. Founded to revive India's regal tent-making traditions, Taluka has grown into an internationally recognised name, beloved by luxury event planners, destination wedding curators, and cultural institutions. The brand's ****signature approach—fusing handcrafted detail with structural elegance—****has made it a go-to for those looking to create immersive, unforgettable environments.

From palatial garden parties in London to music festivals in Marrakech, and now to the storied grounds of Chantilly, Taluka's tents are more than ornamental—they evoke a story. A story of artistry, hospitality, and an enduring connection to Indian culture. Their installations aren't just structures; they're **stage settings for celebration**.

Sustainable, Elegant, and Purposeful

In addition to their beauty, Taluka tents are made with **eco-conscious values**. Using **natural cotton, biodegradable materials, and time-honoured techniques**, the company ensures that every element reflects both aesthetic luxury and environmental mindfulness. "Creating Fineness is Our Essence" isn't just a tagline—it's a philosophy that runs through every stitch and seam.

Looking Ahead

The success of Taluka at the Prix de Diane Hermès signals a growing global appetite for **designs that are both rooted in tradition and relevant to contemporary luxury**. As the world continues to embrace cultural fusion and sustainability, Taluka stands at the forefront, delivering tented elegance that transcends borders.

Whether gracing the lawns of a royal racecourse or elevating a destination wedding under the stars, **Taluka Tents create moments of magic**—bold yet refined, nostalgic yet modern.

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