



MALA ALISHA®



*Mala Alisha*

CASUAL & LUXURY  
[www.mala-alisha.com](http://www.mala-alisha.com)



ANIMAL LIFE



CINNAMON



SALTED



TRELLIS





ON FIRE

# COUTURE







# SELINA

On the aesthetic level, we find the latest Zeitgeist, partly controlled, partly unconscious, translated into new colour concepts. The entire colour stories appear well thought-out without sacrificing effectual accents and perfectly stages ruptures in style.



# ADRENALIN



GOLD



# DRAGON

It's about seeking energy and resilience sources, to be found, on the one hand, from inner contemplation, mental healing and retreat to the private sphere, but on the other hand, from a new sense of togetherness.



SKYLINE





STREET NOMAD



## SKYLINE

The brief period of euphoria has been replaced, by a new consciousness, a sense of finding meaning quite the contrary to enjoyment and personal fulfilment

SUGAR



UPTOWN



BOX



SALTED





RICARDA





SALTED



KALAMATA



CLOSE UP



GOLD



## Casual meets Luxury

### THE STORY OF MALA ALISHA

How long has Mala Alisha existed and what inspired you to found the brand?

*"Mala Alisha was founded in 2003. Fashion has always been my great love" says Harsh Manchanda, founder of the fashion brand. "The inspiration for founding the brand comes from the desire to create accessories that not only have a sophisticated, artisanal and feminine component, but are always in tune with the times."*

What makes the Mala Alisha brand unique and how is the style of the products defined?

### CASUAL MEETS LUXURY

*"Mala Alisha stands for "casual meets luxury" and embodies a modern, cosmopolitan attitude to life. Mala Alisha stands for the modern, self-confident woman of today. Our collection is designed to convey a sense of style, elegance and individuality. From trendy patterns to timeless designs. The style is described as a perfect blend of modern luxury and "casual chic". The designs are confident, passionate and surprisingly different."*

What materials are used for Mala Alisha products and how is the quality ensured?

*"We use the most sensual materials in the world including modal, silk, wool and the icing on the cake is a flattering and soft cashmere. The quality is ensured by authentic craftsmanship, strict quality standards and the selection of first-class materials."*

What are the core principles of Mala Alisha, and how does the brand differentiate itself from the mainstream?

*"Mala Alisha is an owner-managed company that focuses on authentic craftsmanship and fine materials. The brand is considered as an accessory insider tip away from the mainstream, and all finishes are made by hand. Despite being headquartered in Salzburg, Mala Alisha has a large international fan base and is available in prestigious stores in 14 countries worldwide."*

## Spirit & Individuality

Where does the name Mala Alisha come from?

*The naming of Mala Alisha is a matter of the heart, deeply rooted in the personal history of the founders, Harsh and Alexandra. As proud parents of their daughter Mala Alisha, who lights up their world with joy and love, they decided to name their brand after her.*

*Today, Mala Alisha symbolizes modernity, colorfulness, elegance and self-confidence. The name adds a touch of sophistication that emphasizes the luxurious side of the collection and expresses a strong and cosmopolitan soul.*

*The naming is not only a tribute to their daughter, but also a promise to their customers. Every product bearing the Mala Alisha name is created with attention to detail to meet the highest standards and create unique pieces that reflect the spirit and individuality of their namesake.*



*Alexandra Dietz, our creative director and co founder at Mala Alisha, embodies the creative force behind our unique collections. With a passionate eye for refined details and a sense of contemporary elegance, she shapes the unmistakable style of Mala Alisha.*

*Her love for fashion and artistic sensibilities are evident in each of her designs. Alexandra is not only an expert in selecting the most sensual materials, including cashmere, modal, silk, and wool, but also a visionary who draws inspiration from contemporary art movements. Her designs blend bold colors, striking patterns, and high-quality materials into true works of art that resonate with the pulse of the modern woman.*



*The history of the Mala Alisha label is a real success story. A shared passion for fashion, fabrics and creativity led to the launch of the label in Salzburg, Austria, in 2003.*

*Harsh Manchanda was born in India and grew up in his parents' small business, surrounded by colorful fabrics, weaving mills and commercial thinking. 35 years ago, he wanted to go his own way and came to Austria.*

*There he founded the brand Mala Alisha. After more than 20 years, the company can now look back on continuous growth. Harsh Manchanda still sees this new challenge as a source of strength and motivation.*



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CASUAL & LUXURY

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Clothing from personal wardrobe.