

Carlos Dorado: The emblematic Casablanca Boutique turns dreams into reality

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MIAMI, FLORIDA, UNITED STATES, May 29, 2021 /EINPresswire.com/ -- I still remember the day when my wife and I met a beautiful white house in an elite area of Caracas such as La Castellana. We both contemplated with equal "magic" and admiration all that that house contained; a construction from the fifties, surrounded by a 4,000 square meter natural space with various tropical plants (mango bushes, hanging tree ferns, multicolored bougainvillea, tropical palm trees), and the most important thing for us was that that day, 33 years ago, we conceived a "dream" that with time, work and good work, became what is now known as the emblematic Casablanca Boutique in La Castellana.



Casablanca Fashion Group Store



Casablanca Fashion Group gardens

Little by little, Casablanca was adopting a more modern and avant-garde architectural aspect (always respecting the original construction) in which the spaces of the store merge with the exterior gardens taking advantage of natural light, giving it that warmth and "magic" that from a My wife and I had first noticed it when we first met this wonderful place.

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In the “Casablanca” dream, in addition to having a business model linked to haute couture fashion, it was intended to grow with prestigious allies of the large exclusive firms in

European fashion. So, there was the concept of creating a multi-brand store that had little to

envy the boutiques in any of the cities that today the world identifies with fashion. In Casablanca, clothing and fashion accessories from firms such as Prada, Giorgio Armani, Dolce & Gabbana, Moncler, Roberto Cavalli, and Valentino are sold among other firms, which in turn are integrated with different pieces of art by well-known international artists. Boutique Casablanca was recognized by Vogue USA as one of the 25 “top” stores to visit in the world. It currently has 14 stores in Latin America, thus becoming an important business group of recognized financial strength.

I am very proud and happy to preside together with my wife (always creative, and inexhaustible businesswoman) to this boutique icon in Caracas, and by extension in Latin America, where the most recent trends in fashion and art merge with good taste, the architecture and the explosive natural force of tropical plants.

Speaking of dreams; We recently met Nicole Halfon, a young entrepreneur, dynamic, and internationally trained in the discipline of yoga. She is currently the manager and representative in Caracas of the firm “Arayoga”. For her, yoga is more than just a healthy discipline for the body; is to be part of an exclusive “community-family” who share the same ideal: to belong to a team of people who through yoga want to live unique experiences oriented to disconnect from day to day to connect with the essence of each person both in terms of physical, as well as mental and spiritual: And all this in a balanced way with nature and beauty.

This meant a great challenge for Nicole, who had the dream of creating an “elite yoga studio” in Caracas.

This meant the recruitment of the best yoga teachers in Caracas, a very special target, and the search for an ideal space where to create that exclusive “Yoga Studio” that offered beauty connected to nature. He toured different spaces and venues in Caracas that would guarantee that ideal environment, without any success. And when she already believed that her dream was lost, someone she trusted suggested that she contact La Boutique Casablanca, in La Castellana, since that space she was looking for was probably there. Indeed, as soon as the first day arrived in Casablanca, and entered the boutique seeing each space, the exterior gardens that gave natural light fused with the exuberance of tropical plants, he perceived all that “magic”, which perhaps was similar to the one that my wife and I had in 1988, when we discovered that “white house”.

This young entrepreneur, full of illusions, drive and desire to do many things with her “Yoga



Casablanca Fashion Group a place to shop and recreate

Studio", began to see that her dream could only come true in our Boutique Casablanca. After some agreements, Nicole was allowed to use both the outdoor gardens and the roofed gardens of Casablanca to create her "Yoga Studio".

The next step that is being taken in this synergy between Casablanca and the Arayoga firm from Caracas is the opening of a small "wellness" bar. There, the people who attend the Yoga Studio workshops, as well as the exclusive clients of the Boutique, have the opportunity to consume fresh and healthy drinks (green juices, coconut water, etc.), and healthy and light meals such as quinoa, whole grain crackers, etc. In this way, the bar also becomes a space for social exchange and integration of that "top" community, which is being created around the world of yoga, integral well-being and the exclusive concept of being the only "top yoga studio" that exists in Caracas, and in Venezuela. Of course, it is a reason for our pride that this whole concept of yoga takes our Boutique Casablanca as its exclusive and idyllic setting.

Between Casablanca and "Arayoga" in Caracas, we have made the gardens of our Boutique a place where different profiles of people meet; from businessmen and company managers-executives, to people who had the habit of practicing yoga, or who were attracted to this discipline; but that until now they had not found a place that offered the integral concept of health, quality well-being and connection with nature and beauty. From the entrance through a tropical vegetable tunnel, until you reach the open and roofed gardens where the yoga workshops are taught, people feel that they begin to disconnect from their respective chaos (work, city, society, etc.) to enter an oasis of peace, beauty, connection with nature and with oneself, and join a community that wants to live healthy experiences for the body and mind. And why not; have a space to dream.

Carlos Dorado
Organizacion Italcambio
[email us here](#)

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