



Press Release

## **Starmark Launches The Sheaffer X Emily In Paris Collection – A Stylish Blend Of Parisian Charm And Sheaffer Craftsmanship**

**Kolkata, 5<sup>th</sup> December, 2025:** Starmark, the leading bookstore chain, today, launched the **Sheaffer X Emily In Paris Collection**, bringing together the charm of Parisian style with Sheaffer's timeless craftsmanship.

Inspired by the romance and effortless elegance of Paris, the collection showcased beautifully crafted writing instruments, refined leather accessories and curated gift sets - each designed to turn everyday writing into a moment touched with creativity and delight.

The launch was graced by **Ms Rooqma Ray, Actress & Influencer**, **Ms Simritha Ranjan, Director**, **William Penn** and **Ms Vandana Jatia, Chief Operating Officer, Starmark**.

"There is a certain joy in writing with something that feels inspired. This collection embodies the charm, lightness and creative spirit of Paris - those small, meaningful moments that make everyday life feel a little more special. We wanted our customers to experience that feeling each time they pick up a Sheaffer pen", said **Mr Gautam Jatia, CEO, Starmark**.

The **Sheaffer X Emily In Paris Collection** brought a fresh sense of elegance and whimsy to writing enthusiasts and fashion lovers alike, celebrating the pleasure of expression and the art of slowing down in a fast-paced world - one page at a time.

### **About Starmark**

Set-up in 1999, Starmark is owned by Eastern India's leading business house, The Emami Group. Initially promoted in collaboration with Landmark, Starmark became an Emami Group company when it was merged with Emami Frank Ross Ltd, a group company of Emami, in 2007. Starmark believes in weaving that magic into the life of each customer who steps into the warm and inviting ambience of our reader-friendly stores. With the help of the latest retail management software, trained customer-friendly personnel at each outlet, reader-friendly ambience, ample seating arrangement and an easy-to-navigate store layout, Starmark offers a unique browsing pleasure to each visitor. With the flagship store in South City Mall, Kolkata, Starmark has 4 more outlets in the city at Quest Mall, Mani Square Mall, City Centre I & City Centre II.

### **For further information please contact:**

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