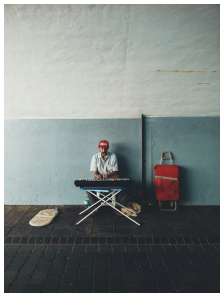The Essence of Panache - The Studio: A Haven for Design Excellenceaa