

# Creativity on the runway

Delhi Fashion Week announces list of participating designers  
“14th October to 18th October 2008”

New Delhi, September 25, 2008: The much awaited list of designers showcasing their talent at India's most luxurious and cutting edge fashion platform, the Delhi Fashion Week, to be held from October 14th- October 18th '2008, was announced today.

Creativity is the common thread running through the list with names ranging from the most established designers in the industry today to the most promising budding designers. The Delhi Fashion Week will project the vibrant, dynamic and confident face of 'India Forward' showcasing ingenuity in design and talent from across the country. The talent pool in India has the potential to match and possibly surpass the best international standards. Setting new levels and competing at every step with its own set benchmarks with every passing season, the event will mark the renaissance of fashion in India.

Delhi Fashion Week is endorsed by the Fashion Foundation of India, the not for profit organization founded by the leading designers of the country. The Foundation is committed to promote Indian fashion and assist designer in their business initiatives.

Announcing the designers, Meera Ali, Spokesperson, Fashion Foundation of India, said, “The designers at the Delhi Fashion Week have been stringently selected by an extremely eminent jury from a wide diaspora of designers across the country. The selected upcoming, emerging and established designers are the finest and most creative talent in the country. The Fashion Foundation of India will work closely with the participating designers to enable them to best present their collection to the buyers and the media.”

Highlighting the selected talent, Sumeet Nair, Consultant, Delhi Fashion Week, said, “The Delhi Fashion Week will set the benchmark in terms of talent, production, shows and the event as a whole. The final list of designers are a mix of renowned designers, who have put Indian fashion on the global map and upcoming designers, who have the potential to make a mark in the world of fashion in the coming future. The Delhi Fashion Week is a creative, cutting edge and luxurious platform and along with the talent participating, it will surely be a successful and memorable event.”

The format of the Delhi Fashion Week is based on feedback received from buyers, eminent people from within the industry, media, international agents and the designers themselves. It addresses the need of a “fashion forward” event which can be more creative and focused.

## Delhi Fashion Week

An innovative format to match the global standards in fashion, the Delhi Fashion Week will set new benchmarks for the Indian fashion industry and create greater opportunities for designers. The mainstay of the event is to bring the most creative talent to the forefront and make Delhi an important fashion destination. Delhi Fashion Week is organized by Prodigy Fashion and endorsed by the Fashion Foundation of India. To be held at the luxury destination

in Delhi, Emporio, Delhi Fashion Week will feature a mix of the most renowned and emerging fashion talent in the country.

#### Fashion Foundation of India

Fashion Foundation of India, the apex body of fashion, is a not for profit organization founded with a purpose of capacity building for the Fashion Design and Manufacturing Industry. It is set up with the intent of bringing together leaders from across sectors to help grow the fashion and design industry in India as well as overseas. The Society will be a proactive body involved in multiple design, fashion, and craft initiatives to help advance the industry. The Foundation will work closely with designers to understand their needs and bottlenecks and endeavour to provide customized solutions and work towards marketing India as a 'design hub.'

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## LIST OF DESIGNERS

11.11 BY CELLDSDN  
ALECCA CARRANO  
ANAMIKA KHANNA  
ATSU  
AZARA  
BLACK - James Ferreira  
GAURAV GUPTA  
KOTWARA by MEERA & MUZAFFAR ALI  
LECOANET HEMANT  
MALINI RAMANI  
PREETI CHANDRA  
PRIYADARSHINI RAO  
RAHUL REDDY  
RAJVI MOHAN  
RATHORE JODHPUR  
RISA - ABHIJEET KHANNA  
ROHIT BAL  
SAVIO JON  
SMALLSHOP JASON ANSHU  
SONAM DUBAL  
TARUN TAHILIANI  
VARUN SARDANA  
VINEET BAHL

## ACCESSORIES

AMRITA HANS  
BAI LOU  
BASTA  
CURIO COTTAGE  
DEEPTI SUDHINDRA  
JANAVI  
MEERA MAHADEVIA  
NIVEDITA - SWARUP  
PASHMA  
YASMINE

## ABHIJEET KHANNA

Abhijeet Khanna started his career working as design assistant to Manish Arora. Picking up invaluable experience over four years, this talented designer who won the gold medal from his batch and the award for the Best Design Collection when he graduated from National Institute of Fashion Technology, New Delhi, has also marked his presence on the international ramp.

Abhijeet represented Indian Contemporary Design at Bijenkorf in 2003, a prestigious store in Amsterdam where he showcased his collection and won lots of accolades.

The Label, RISA ABHIJEET KHANNA caters to the international Prêt High Fashion market.

The Label is promoted by Radhika & Amit Rastogi, and is designed by one of the India's young talented designer Abhijeet Khanna.

RISA ABHIJEET KHANNA, has won lots of accolades and media expressed great appreciation for this label. Leading publications including India Today and Hindustan Times carried RISA on their cover page and others prominently and significantly in The Times of India, The Asian Age, Indian Express, Mid Day, The Statesman, Telegraph, The Hindu and leading television channels.

RISA ABHIJEET KHANNA now is available from speciality retail stores in India and Internationally in London, Ireland, Spain & Middle East.

The label can be aptly described as fashion forward. The designs are eclectic and are a synthesis of the best of the east and the west. It reflects strong Indian influences in terms of techniques like hand embroidery and block prints even as it exudes global appeal with its silhouettes and palette.

## AZARA

Azara is the brainchild of two designers Alpana and Neeraj. Both are graduates from NIFT. After graduation Alpana worked with designer JJ Valaya and Neeraj worked at Span India with designers like Custo Barcelona, Rene Derhy, April Cornell, El-Corte etc. The label was launched in 2004.

Currently the brand retails through the premiere stores in India namely Ensemble, Aza, Kimaya as well as South Africa, London, Bahrain, Kuwait, Dubai, New York and New Jersey.

Azara recently also showcased at Miami Fashion Week.

The product range primarily consists of womenswear Classic Indian, Bridal, Fusion and Upmarket Western as well as lounge and cruise wear, thereby catering to a large variety of clientele. We design ensembles that range from bridal couture to luxury prêt.

## ANAMIKA KHANNA

Anamika's tryst with design and style began with the Damania fashion Award in 1995 which jumpstarted her career, and saw the beginning of the label "ANAMIKA KHANNA".

With color, craft and texture as her forte, trousseau wear naturally her area of specialization. Her look is global with ethnic Indian craft as her mainstay.

Anamika's international label, "Ana Mika" has been showcasing at the London Fashion Week and at trade shows in Paris, Singapore, New York and Los Angeles. This year 2007 came with an invitation to showcase the brand at the Paris Fashion Week, the first for any Indian designer.

She retails through her flagship store in Kolkata, Carma and Ogaan (New Delhi), Ensemble and Kimaya (Mumbai), Evoluzione (Chennai) and Elahe (Hyderabad).

## SMALL SHOP JASON ANSHU

Design for a sense of comfort with oneself ,beauty .  
A play of color ,texture,fun details,pattern exploration

Small shop has recently reinvented itself .a recent collaboration(2006) between two designers , jasonk.cheriyam and anshu arora.brings fresh magic to this label . together we balance play of texture and play in pattern , revel in colour and fuss over details.

With the opening of their flagship stores at the raintree for fashion and yamini for home products in Bangalore ..small shop , finally takes tiny steps towards setting up independent retail around the world,

Small shop is also available at ogaan (delhi),Bombay electric,(Mumbai),cinnamon, grass hopper in(Bangalore),casa goa in and amethyst in chennai

Internationally,small shop is available at ananda in spain .

## ATSU

Delhi based designer Atsu Sekhose graduated from NIFT, New Delhi in 2001 .Apprenticed with one of India's leading fashion designer Tarun Tahiliani and spanish high street brand ZARA for a couple of years before launching his eponymous label 'ATSU' in late 2006 .Since his 2007 spring /summer debut ,the brand has grown immensely and received wide accolade domestically .Primarily known for his chic , feminine and understated clothing Atsu's line has evolved into a complete ready- to -wear collection which firmly holds his signature style and modern adaptation to classic silhouettes.

## GAURAV GUPTA

Creativita, the Italian design trends journals recognized Gaurav Gupta as an overnight success. Graduating from National Institute of Fashion Technology, Delhi and Central Saint Martins College London, he received the 'Future of Couture' trophy for research and experimentation in the design at AltaRoma AltaModa (Rome Couture Fashion Week). He was also presented with the 'Roots of Creativity Award' at the Mittelmoda Fashion Awards, Italy.

Gaurav worked with Hussein Chalayan, Rafael Lopez and Tristan Webber. He was then creative director with the leading Turkish denim label LTB.

Exploring the process of experiment and fervent intricacy with draping techniques, embroideries and line study are close to his work.

The label now has a strong presence across India and at prestigious stores like L'Eclaireur, Paris and Anastasia and H Lorenzo, USA.

## LECOANET HEMANT

Lecoanet Hemant, the Indo-French Designers have united not only the East and the West but also the Past to the Future: Their early years were spent in Paris as one of the very rare still existing Haute Couture Houses, a field where garments are unique pieces of Art, hand made to perfection abiding the principles of a secular manufacturing tradition ... to move to India where they continue work with an identical approach, but at a Hi-Tech industrial level. Their

new Headquarters thus unite the concept of an atelier, or traditional workroom with ultra-modern cutting edge technology: a challenge to create a unique product.

## MALINI RAMANI

Fashion happened to Malini quite by accident when life was pelting at its own fierce pace. Not one to put in an ineffectual performance she gave wings to her imagination and debuted at the first ever India Fashion Week in 2000. She scorched the ramp for a fabulous ovation with clothes that spelt oomph and were replete with high-octane glamour.

Indian elements were fused seamlessly into western styling. Sharp contouring combined with flatteringly feminine silhouettes and plenty of winking sequins. Malini - The Designer was born. And so was her design anthology - Rock Star Meets Indian Princess! Eight years hence, Malini continues to translate her distinctive aplomb into resortwear and prêt lines with an unwavering philosophy of never creating what she personally would not wear.

The constant trademarks of buoyant colours that serenade the sun, sea and the sand, necklines that dare the décolleté, provocative fits that accentuate curves, generous smattering of sparkle, all combine in a heady cocktail to raise the spirits and declare: meek hearted stay away! And having transformed several Bollywood stars into Millennium Indian Love Goddesses, her clientele traces a swish path from New Delhi, and Mumbai to Monte Carlo, New York, Bali and Moscow.

The Malini Ramani flagship store is situated in Goa and is stocked with an enchanting selection of jewelry, footwear, handbags ,bikini's and beauty products.

## KOTWARA

By Meera Muzaffar Ali

KOTWARA by Meera Muzaffar Ali began in 1990 with a view to revive the traditional craft of the region with a contemporary thrust with an eye for detailing creating a modern day relevance in its application. The label integrates various craft skills like weaving silk, wool, brocade and dhurrie along with embroideries in chilkan, kamdani and zardosi integrating innovative stitching techniques of tukri and daraz, through sensitively understanding its ethos, upgrading its design content and this has spearheaded a vast movement in the area.

Kotwara, established in 1007 A.D., is the oldest living civilization in the District Lakhimpur Kheri, Uttar Pradesh. Geographically located in the Tarai, it borders the Himalayan foothills and it continues to evolve in the timeless milieu of Kotwara House, Qaiserbagh in Lucknow and Anhalwara Palace in Kotwara.

## PREETI CHANDRA

Preeti Chandra started her career in fashion in New York, 12 years ago. After establishing her design and sales office in NY, she moved back to India few years back and launched her self styled label "Preeti Chandra". A reflection of her life and personality Preeti's designs are a true fusion of the east and west. She uses Indian techniques and motifs in modern silhouettes and colours. Every collection so far has been a treat to the senses her use of vibrant colours, emphasises the modern day woman's need for glamour. The label is now well known in India. In the vibrant world of contemporary fashion, few designers have consistently stood out of the

crowd for their creativity talent and attention to aesthetic detail, Preeti is one such rarity. Preeti retails her exclusive women's wear at her own showroom at the Crescent mall, New Delhi and Atria mall, Mumbai. Also in boutiques all over India. Internationally she is supplying to some boutiques in Turkey, Dubai, Bangkok and France.

#### PRIYADARSHINI RAO

Priyadarshini Rao, a Textile and Fashion Design Graduate, launched her signature label in the year 1996. Her design philosophy since that time has been, alternative clothing, that is in keeping with the times, and not merely trendy. Her strength has been commercial viability and the use of minimal surface decoration.

A Compulsive prêt designer, her label has recently grown from Ready to Wear to Luxury prêt. She dabbles in natural fabrics and styles them to suit the season. Her work is contemporary but never in your face. Her Line is divided into Menswear and Womenswear.

She retails out of various designers stores both nationally and internationally. Within India her label is seen in stores such as Aza, Ensemble, Zoya, Elahe, Cinnamon, Collage, Personna, Maiah and others.

Her brush with Brands began in the year 2006, when she launched 'Sepia' in partnership with Texport Syndicate. She continued to head areas such as Design, Branding and the Creative process till 2007 August. Currently Priyadarshini Rao works on her Luxury prêt line, which is shown at Fashion Week twice a year.

#### RATHORE JODHPUR

Born and brought up in the epicenter of heritage and tradition in the ancient city of Jodhpur, designer Raghavendra Rathore knows only too well the value of 'Brand India'. His traditional upbringing and training of his craft at the Parsons School of Design in New York gave him the international edge, the experience and the insight to create the right mix of aesthetics, craft and heritage in the products that he designs that work globally.

Mixing old fashioned workmanship with modern aplomb, Rathore finds newer, subtler ways to evoke the spirit of a by-gone age with a fresher approach. Splitting time between home in Jodhpur and work, he is always on the move working on assignments and projects all around the globe. Working in various mediums such as interior and furnishing designs, Outdoor Iron & Wood Furniture Design, gourmet products, Fashion Design and now Lifestyle & Home, he works towards setting newer standards in the design frontier.

#### RAHUL REDDY

After graduating from the National Institute of Fashion Technology, New Delhi in 2001, Rahul left for London to do a one year course at the London College of Printing, London. On his return he based himself in New Delhi and went to work with the well known designer Rajesh Pratap Singh. After having assisted Rajesh for 3 years Rahul started his own studio in New Delhi and called his label Rahul Reddy. The label successfully retails from various stores across India, currently retailing from Ensemble (Delhi), Ensemble (Mumbai), L'affaire (Delhi), Elahe (Hyderabad), 85 Lansdowne (Calcutta), Zoya (Mumbai), Cinnamon (Bangalore), Moonriver (Delhi), Maiah (Hyderabad), Zenon (Calcutta) and Evoluzione (Chennai).

Rahul's clothes are simple and extremely wearable but with a slight 'twist' which sets them apart from the normal. The fabric as a base is primarily plain, but the surface embellishment is very graphic and bold. There is a heavy influence of graphic art in his embroideries. He also more often than not replaces embroideries with various texturing techniques on the fabric. The overall look of most of his clothes is very modern. Many of the garments have incorporated traditional Indian printing and embroideries in a very non traditional aesthetic.

## RAJVI MOHAN

Rajvi launched her own self named label Rajvi Mohan in India in 2005. Her style is a series of stories juxtaposed to create a new fashion idiom. Rajvi has managed to create a distinctive design aesthetic of sophisticated, fun and quirky designs for the discerning male client who lives and works in a global space. Her flagship store is located in New Delhi and she also retails from Mumbai; Kolkata and Chennai along with retail presence in the international markets of Maldives and Langkawi

Rajvi's passion for design manifested itself early on. After applying to some of the most prestigious international schools of design, Rajvi graduated from The London College of Fashion, London, England (Menswear specialty) and Parsons School of Design, New York. This rich experience left Rajvi with a vision for well tailored clothing with an interesting detailing and twists that bring in a lighter touch

Over the years Rajvi has honed her design talent, and worked for many prestigious design houses. These include Armani Exchange, the ITC Lifestyle Retail Business Division, Ghost Menswear Pink Hill, Vivienne Westwood and Falcon Agencies.

Rajvi specifically chose to design menswear because it gives her chance to think out of the box and create a new design lingo. Getting to wonder what exactly goes on in a man's head and create a line of clothing that enhances his personality is the USP Rajvi's label boasts of. She will also be launching a line of bespoke shoes for men this year.

## ROHIT BAL

Rohit Bal is intensely concerned with design as an art form. Rohit draws from influences, wide and varied. From the village crafts and traditional methods of design, to the transient phenomenon of the sub continent's urban landscape, the designer brings them all to life in his spectacular yet original language.

Rohit has a deep understanding of the psyche of the fashion space and it reflects in his collections that are intelligent, studied, imaginative and completely innovative yet always relevant and awe-inspiring.

## SAVIOJON

Deconstruct to reconstruct. Goa based designer Savio Jon believed in just that ever since he launched his self-named label in 1993. An artistic progression, Savio's clothes are constantly pushing the margins of fashion to create something Unlike. Naïve. Impractical. Grownup.

His relationship with clothes began at six years old, cutting the bottom of grocery bags placing them on hangers, pretending them to be tops and organizing garage sales with his friends. But years later he is better known to do the same with a more appreciative buyer.

Of course, lack of formal training has only helped Savio to break the rules of fashion with more ease giving room for further experimentation without compromising on technique. The process is as organic as possible as Savio still cuts almost every piece from his collection to blend street style with avant - garde.

To Savio clothes are not just clothes. They are an emotional understanding between texture, colour and detail. A bridge between art and fashion. In a world of offensive glamour, Savio has managed to find laid back elegance and maybe even a bit of humour.

## SONAM DUBAL

Sanskar as a label started in 1999 and since has gone into a distinct signature style that creatively combines both eastern traditions and western thought. Growth has been intuitive process sensitively fusing eastern philosophy with western aesthetics. For Spring/Summer 2009-Traditional textile weaves, silk stripes and artistic prints gain shape and a global identity in eastern inspired silhouettes like oriental wraps, kaftans, kimono capes, honjus and bakhu skirts.

Since 2003 the collections have traveled the world and found homes in eminent stores like Leclaireur in Paris, Tashi in London, Les nomads in Geneva, Saaya in Tokyo and Ananda in Spain and in India Ogaan-New Delhi, Bombay Electric-Mumbai, Casagoa-Goa, Cinnamon-Bangalore and Amethyst-Chennai to name a few.

Also as a result was awarded the ELLE global award for 2007 and was also recipient of one of the top 50 achievers in global mainstream in the category of fashion at the university of Leicester law school in 2006.

## TARUN TAHILIANI

Tarun Tahiliani founded his design studio in 1990. His distinctive signature has since evolved as a fusion of textile detail, refined luxury, and meticulous tailoring. TT (as affectionately known) creates couture, diffusion, prêt-a-porter and accessory lines, which our Indian in our sensibility, yet international in their apparel. The rich heritage of the subcontinent is reinvented as contemporary high fashion through the genius of Indian craftsmanship and the finest textiles; along with Italian pattern cutting and construction and new technologies such as digital textile printing. His unique combination of historical opulence and contemporary chic now living themselves to couture.

But for Tahiliani muse to attain such effortless chic, her designer first needed to explore the history of Indian Fashion which essentially entailed the embellishment of textile and the masterful way these endless, dreamy lengths of cloth were draped, tied, twisted and pulled over the body. As a trend, this endured for centuries, shaping with the times and evolving slowly through cultural invasion. Men and women displayed the richness of textiles, from turbans, to saris, to dhotis or wide bodied skirts, draped or fastened by a single piece of string. No detail or labour of love, was too painstaking; Years of handwork would be kneaded into a single, lavish piece of cloth and this tradition was passed from one generation to the next.

And yet, it was not very recently that Indian Fashion began to mature in terms of cut and proportion. The combinations of these elements, along with India's enduring and passionate affair with colour is the basis of the studio's work. Essentially, it is the exuberant and richly detailed, structured drape that represents Tahiliani's modern, Indian woman.

Tahiliani started his professional career with a degree in Business Management from the Wharton School of Business, University of Pennsylvania. After returning to India, he saw the vast potential in the fine clothing and couture industry that was involving in the industry, and in 1987, he opened India's first upmarket boutique, Ensemble, heralding a fashion and retail revolution in India. In 1991, Tahiliani decided to hone his technical knowledge in design, and received an associate degree from the Fashion Institute of Technology, New York.

His first solo show was held in September, 1994, in London. Since then, he has shown

countless collections at home and around the world. In September 2003, he was the first Indian designer invited to showcase his work at the prestigious Milan Fashion Week and has since shown collections in New York, London, Milan, Tokyo, Dubai, Singapore, Hong Kong, Moscow, South Africa and Karachi.

In 2004, Tahiliani was awarded the Moët and Chandon Fashion Tribute Award for Designer of the Year for India and was invited to represent India in Hong Kong. He was also awarded the 2004 F Award for Best Women's designer for Couture. He is an office-bearer and founding member of the Fashion Design Council of India.

This year TT Design Studio moved into its new Design Headquarters. Designed by Stephan Paumier, this 45000 square feet structure is home to a vast repertoire of skills and applications that span the design process. This is the global headquarters for design and all related functions. In addition, this year saw the opening of the first super flagship Tarun Tahiliani store at DLF Emporio Mall in Vasant Kunj, New Delhi. This is the first store of its kind to merchandise the entire collection Women's, Men's and Accessories. Tahiliani's new line of semi precious jewelry is also a permanent feature at this location, along with new series and brand extensions.

## VARUN SARDANA

Varun Sardana, an alumini of N.I.F.T (Delhi) and a recipient of the "Bijenkorf Fashion Design Award 2004" held in Amsterdam, has been designing for the past four years with a presence in over 10 high-end designer stores all over India. His clothes have featured widely in magazines like WWD (Japan), Vogue, Cosmopolitan, Marie Claire, Elle, Grazia, High-Blitz, Maxim and Femina. He has also been featured in national dailies like the Times of India and Hindustan Times and television channels like Zoom, CNN-IBN, NDTV and Times Now. Varun has also hosted two fashion-related shows "Makeover" and "Style Guru" for two seasons on NDTV India and NDTV Good Times. Varun has also designed the costumes for "For Real" a cross-over English feature film being released this year.

Varun has had two successful showings at the Wills Lifestyle India Fashion Week and garnered rave reviews from press and critics. His debut collection at the WLIFW Spring/Summer '08 was adjudged as The Best Debut Collection by the Fashion Design Council of India. Last season, Varun was signed up by French agents MC2, who represent such reputed labels like Manish Arora, Hussien Chalayan and Undercover. Varun will be showing his Spring/Summer'09 collection through the MC2 Diffusion Showroom in Paris during Paris Fashion Week in September. This year Varun will also be showcasing his Spring/Summer'09 collection at the prestigious fashion event Tranoi during Paris Fashion Week as well as showing at Delhi Fashion Week at the Emporio in New Delhi.

## VINEET BAHL

SUZY Menkens, sitting in the front row, applauded narrowly for his last collection at Lakmé Fashion Week in Mumbai. Vineet Bahl has been hailed as one of India's brightest new talents according to many fashion journals including Marie Claire.

International stylists Kelvin Harries believes he is "One of the India's fastest emerging talents, marrying quietly confident hard work with European silhouettes" to create ensembles that are delicate, refined and mature. His work is high on technique but always understand, giving his ensembles a certain sophisticated ease and effortlessness.

## ACCESSORY DESIGNERS

### ALECCA CARRANO

Of Greek origin, Carrano was born in Lebanon and raised in Vienna. Her multicultural heritage and experience has lent directly to her fashion sensibilities. Carrano, a graduate of FIT (Fashion Institute of Technology), New York, began her career as a fashion editor in New York City. She went on to work with Vogue Italia, during which she collaborated on many fashion-advertising companies. In the early 90's, Carrano was amongst the first designers in the US to create evening wraps and shawls. A legacy/style she continues to experiment with in her current collection.

### AMRITA HANS

Of Sikh origin, born in London into a wildly entrepreneurial and creative family, brought up in the vibrant, diverse south India and educated with convent school values, she knew no definition of stereotypical boundaries. Her jewellery, by definition is unconventional and exploratory, stretching the scope of everything normative. Amrita dexterously combines rough semi-precious stones with the elegance of startingly polished silver, or riotously ethnic beads with the smooth sophistication of silk.

Amrita launched her label 'Elements of Desire' at her first expose in Paris 2004, and has subsequently been selected to display her collections at various selective consular exhibits and shows. Her designs have loyal patrons across the world.

### BAI LOU

Traditions retold...

Engaged in creation of contemporary textiles using the traditional craft of handlooms. Bailou recycles, reinvents and rethinks the whole approach to the design with the aim to convey the subtle beauty of woven structures and the endless possibilities of the loom finished textiles. Awarded the SEAL OF EXCELLENCE by the UNESCO for our work with the weavers, we continue our effort in spreading the awareness of the novelty of handcrafted textiles in the form of scarves, wraps, sarees and dupattas thereby opening new avenues for these craftsmen so to keep the traditions alive.

### CURIO COTTAGE

Known for merging contemporary design with an ethnic art to produce beautifully hand made jewelry, Curio Cottage has earned the distinction of being India's premier store for silver jewelry. Their Spring/Summer 2009 collection exudes individuality high on the trend scale. Their accomplished and thorough team of designers work with a myriad of semi precious stones, natural materials and silver, shaping various precious metals into geometric impossibilities, encapsulating the store's exclusivity. Recognised for its dramatic and exotic sense of colour and design, the new range consists of an extensive collection of Victorian earrings, gold nuggets interspersed in silver chains, oversized cuffs, cocktail and enamel rings, cubic zirconia earrings in sterling silver alongside one off pieces to offer their refined and exacting clientele at the best possible value.

For those with a traditional bend, Curio Cottage has a large selection of ethnic jewelry, a reminder of the store's 45 year past. This venerable jewel box proudly retails from its flagship store in Colaba, South Mumbai. Now, showing at the DELHI FASHION WEEK

## MEERA MAHADEVIA

Meera Mahadevia Bags, Jewellery and Belts are a sublime expression of India's rich heritage of Art and Craft. Equipped with the degree in the textile design along with her post graduation in Indian Aesthetics her creations stand as dramatic objects of Art capturing the soul of India. Each creation contains the impulse of careful effort and studied engagement of 22 years of dedication and hard work, expressing the epic proportions of India's creative dynamism. Tapping the vast resources of knowledge contained in the inner layers of India's mystic spiritually and from the research and study of the rhythm of India's art and history, the designer gave the understated bag a huge momentum.

Exploring India's mysterious and unexplored interiors, their specific niche crafts and the latent talent available in small towns and villages, the designer gave birth to the use of unique mediums like wood carvings, marble inlay, brass, copper and silver engravings, the use of kinkhab and semi precious stones on antique frames, spiritual emblems, healing stones the list became endless.

Today her creations are showcased not only across Indian fashion houses at Mumbai, Delhi, Chennai, Bangalore, Kolkatta, Jaipur, Ahmedabad and Hyderabad but also in Europe, the Middle East, South East Asia, U.S.A, Canada and have been invited to be displayed at the Newark Museum Gallery where she was honored and felicitated for her outstanding creativity. Like an alchemist, driven to extract precious metals from a secret configuration of materials submitted to fire the heat, she uses the most exquisite textures, interwoven with multiple layers and imprints of the royal art to capture and present the soul of India. An accomplished Bharatha Natyam dancer, her tryst with dance is an extension of her creative personality and a need to connect herself to her inner core.

So, come, yield to the mystique of the Indian experience where tradition and history interweave to create exquisite accessories and bask in their glory, as every creation remains as a manifestation of our 'ANTARNAD' the inward journey and expression of inner joy!

## NIVEDITA SWARUP

Nivedita - a textile designer and Swarup Mukherjee a fashion designer have been working with the master weavers of Eastern India for over a decade. Their design studio works to create wonders using the handlooms of this region. Their work embodies the essence of human touch and is stamped by the signature of mother nature in its best element. Their products are created with natural fibres like Silk, Wool, Cotton and Linen and are of impeccable quality. Their accessories range from scarves, stoles, shawls and exquisite fabric. With designs to keep up with the growing trend and forecast every season, Nivedita and Swarup offer customized weaving services, suited to fit varied buyer profiles. The duo have already made a mark for themselves in the European and Asian market.

## PEACHY BAWA

BASTA is a street chic brand of handbags and leather goods. Edge of the seat fashion is interpreted with Peachy & Ajay Bawa's signature style. Contemporary shapes are moulded with luxurious leathers and other materials using unique details. Fashion colours are blended with classic anilines and metallics in an inimitable BASTA way.

A brand for the discerning and the young at heart, BASTA offers a variety of women's bags and wallets as well as a men's line with each style created in their own studio and produced in their state of the art factory.

## PASHMA

Pashma is a discovery. Pashma is a unique expression of classical textile artforms interpreted with contemporary Milanese sensibilities. Pashma is a brand of noble fibres such as cashmere,

silks and linens. The most exotic and precious noble fibers discovered in the remote corners of the globe, are processed using traditional methods to enhance the luxurious tactile characteristics of these fibers. These are then crafted into an exquisite lifestyle collection of ready-to-wear, knitwear, fashion accessories and home products that bridge traditional craft with cutting edge style and fashion.

## YASMINE RANA

Yasmine, AAS is a French fashion designer and pattern maker from the Fashion Institute of Technology, New York. She designs bold, classy garments with a multi cultural sensitivity. Her designs are versatile and contemporary, yet timeless. Her clothes reflect an eye for details, derived from dedicated craftsmanship.

Currently, based in New Delhi and Kathmandu, she works with a team of skilled craftsmen. She spends as much time on the workshop floor as she does in her design studio.

Yasmine has devoted over twenty years presenting her collection in the USA, Europe, South Asia and Japan.... truly a class apart.

## NIVEDITA

Nivedita - a textile designer(NIFT) and Swarup Mukherjee a fashion designer(NIFT) have been working with the master weavers of Eastern India for over a decade. Their design studio works to create wonders using the handlooms of this region. Their work embodies the essence of human touch and is stamped by the signature of Mother Nature in its best element. Their products are created with natural fibres like Silk, Wool, Cotton and Linen and are of impeccable quality. Their accessories range from scarves, stoles, shawls and exquisite fabric. With designs to keep up with the growing global trend and forecast every season, Nivedita and Swarup offer customized weaving services, suited to fit varied buyer profiles. The duo have already made a mark for themselves in the European and Asian market;working with the various prestigious buyers for almost a decade.

## DEEPTI SUDHINDRA

Deepti is a designer poised at the confluence of design, fashion and jewelry. Deepti's unique take on design propels her work in new arena where tradition intersects with modernity, producing cutting edge fashion and innovative ideas. Her exploration of varied forms and concepts has produced inimitable jewelry collections. Defined by diverse influences, Deepti's designs flow effortlessly from Spartan to ornamental from kitsch to elegant couture. In eternal search for a new aesthetic, she breaks barriers of thought and convention to create highly conceptual, yet beautiful wearable pieces that she describes as insignia of individuality.

Her simultaneous work in installation art, set design, and her alternate career in theatre reverberate in the vibrancy and conceptual strength of her work in jewelry.