

## Going places

Alka Nishar, Aza

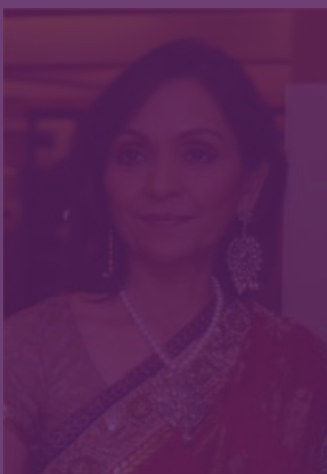
On a look out for more designer label for her clientele, Nishar is busy placing orders. Taking fashion to the doorstep is her mantra.

**What business are you looking for from WIFW Spring/Summer 2009?**

Aza plans to continue the business with the designers who we are presently dealing with. Some of the names include Ranna Gill, Manish Arora and Poonam Bhagat.

**Have you placed orders as yet?**

Yes, we have placed some orders with a few of them. But we are still in the process of placing more orders during the coming days here. We are aiming at catering to larger client list with the designer labels and taking Indian fashion from ramp to rack



**What fabrics and colours are you picking up this time for the coming season?**

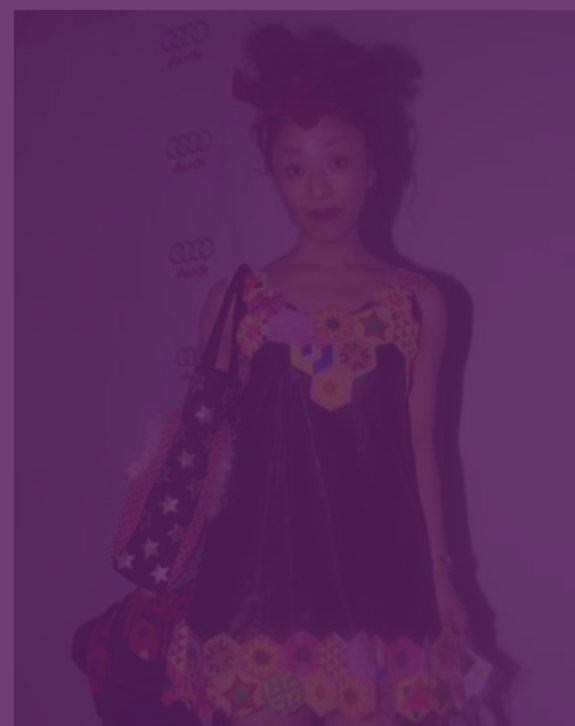
We are focusing on fabrics like cottons, crepes and chanderis. As for colours, fun and happy colours are on our list. The pastels and somber colours are not what we will be selling for the spring/summer season. Also, we are looking forward to new styles of embroideries with minimal embellishment and style that would flatter Indian clientele, especially women.

## Search for silhouettes

Tomoko Inuzuka, Service Master, BEAMS Co. Ltd, Japan

**Who is the designer whose work you really liked?**

I am a Manish Arora fan all the way. The colours, silhouettes - everything is very appealing. Apart from him, we have placed orders with Puja Arya as well. We liked her collection for her freshness and simplicity. Other designers such as Namrata Joshipura and Kavita Bhartia are also on our list.



**What element of Indian fashion works in your country?**

We are looking for something new in handwork from India in terms of embroidery. Also, we would like to see modern cuts from designers here with fresh embellishments.

**What are your expectations from WIFW?**

The fashion week so far has been very good. I am happy to see how things are taking shape here. I must say that people around here are very warm.

## Magic touch

Mickey Contractor, MAC Director of Artistry India

**What are the latest trends on and off the ramp?**

The eye liner is very much in trend. The nude look is always in. Deep dark brows are back. Half liners are also back. We have stayed away from dark make-up. Everything is plain with not much colour.

**How is Bollywood make-up different from fashion make-up?**

Bollywood make-up is more character driven and based on the story. Fashion make-up is according to the designers' inspiration.

**Do you have different styles for every fashion week?**

We try and follow different styles for designers rather than fashion weeks. We are here to support the designer and his vision.

**Have you seen any of the fashion shows?**

No, I haven't been able to. I am always at backstage and happy working there.

**What are your comments about the trends this time?**

I have seen some which are completely over the top. There are some which are understated, but still with lots of colours.

**Which look do you prefer personally?**

Personally, I prefer the nude look definitely.



## Ethnic pret

Virtues

Ashish, Viral and Vikrant from Virtues have created quite a mark in the fashion industry with their excellent designs and use of unique fabrics. 'Virtues' is known for getting the most authentic Indian fabric and creating magic through them in their collection.

They have used fabrics like khadi, tussar silk and kota to create contemporary and modern ensemble which can appeal to all. "International clients want the Indian heritage and we love what we are doing," said Vikrant. When asked about their next collection, they said they would be dividing their collection in two parts. While one will be with Indian handicrafts, the other would be more tuned to the clientele's need.

The three designers are armed with knowledge from different spheres of the fashion industry and this helps them put things together in a more successful manner.

While Ashish looks after the business angle, Viral helps with her creativity in designing and Vikrant who has walked the ramp, uses his knowledge to add style to their creation.



**Apology:** Senior designers Adarsh Gill and Sanchita Ajjampur's name had been inadvertently used in the debutants creation section of our magazine on 16th October issue. We regret the same.