

# World inspires me!

Milind Soman has recently launched 'Label M', a collection of designer wear in collaboration with Madhu Jain. In conversation to designer Mode dailies, he talks about his dreams and inspiration.

## **Tell us about your new venture Label M.**

It's a design label, not a fashion label. It's a kind of mechanism to develop indigenous crafts and textiles. The design label will design clothes throughout the year. Madhu Jain will be designing. She is very creative and knows how to work around the theme. She creates fabulous outfits. Madhu does a lot of sarees that are fabulous and is a dream for every Indian woman. Most important of all the label is not just about design, but also about people who are behind the indigenous crafts.

## **How was the transition from the film industry to the design industry?**

There is no transition. I am still there very much in the film industry. I don't have a single career. There are lots of things that I want to do. I am going to start a gym called 'Breathe' with

Rahul Dev. I have other projects also lined up.

## **What are the future plans for your label?**

We will allow it to evolve on its own. We want to give it maximum exposure. If we have 100 artisans, we will use all of them. Not for the label, but for the artisans themselves. The people are not there for the label, the label is there for the people.

## **Does entering into designing mean a full stop to your film career?**

I am not entering or exiting anything. I am still there everywhere.

## **Where did you get the inspiration for Label M?**

The world is my inspiration! Everything around inspires me.

