

Lakme Fashion Week Attracts Larger Number of Buyers



Source: The Stitch Times

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On the business from Lakme Fashion Week (LFW) has reported significant growth in the number of buyer registrations as compared to the last season. This year, the premiere fashion event received 185 buyer registrations, of which 143 were domestic and 42 international buyers, from across the globe. This augurs well and speaks of the strength that Lakme Fashion Week was gaining in showcasing Indian design talent to the world.

This Year LFW was held between March 10-15 at the Grand Hyatt, Mumbai to showcase the best of Indian and international fashion talent to an audience comprising buyers, media and fashionistas in the global fashion industry, entering into the 11th year of its existence, LFW is continuing its pursuit to commercialise Indian fashion through certain new initiatives taken this year.

“This is where the stars are born”. Lakme Lever CEO Anil Chopra can be forgiven for sounding so chuffed. Of the 58 designers who participated in the Lakme Fashion Week Summer Resort 2011, 15 have come through the GenNext designer platform. From a prolonged 15-year internship earlier, to instant recognition in six months now, young designers have never had it so good.

The Lakme Fashion Week has managed to integrate Mumbai and India into the global fashion network. According to Ravi Krishnan, Managing Director – IMG South Asia and Senior Vice President – IMG “The purpose of LFW is to give impetus to the business of fashion in India by addressing the fashion requirements of the fraternity and to keep it at par with international standards. Fashion is rapidly moving towards a digital revolution, and to cater to the change in market, we will be launching LFW TV this season, which will provide a unique brand engagement for customers, by granting them access to LFW, whilst deriving additional value for the stakeholders of the event”.

The event was marked for participation by almost all the important designers, who showcased their best of creations with unusual themes. While most of the collections were appreciated, but applause of reserved for some of them, including:

Sabyasachi Mukherjee’s Stunning Save the Tiget Collection

Day One of Lakmé Fashion Week ended with Sabyasachi Mukherjee’s stunning Summer/Resort 2011 collection which was inspired by Aircel’s CSR project SAVE THE TIGER. The packed hall of the Grand Hyatt Hotel had the designer’s fans applauding as Sabyasachi dwelled deep into the crafts of rural Bengal, Rajasthan and used the Sundarbans as the basis of his creativity. Giant tree cutouts on the stage and an all black ramp with a Sundarbans inspired motif set the



mood for the dramatic collection.

Starting the show with a line of yellow, black and ivory tones inspired by the colours of the Indian Tiger, Sabyasachi presented a collection that moved through the various decades of fashion. Mixing khadi with the rough matty weave of handloom fabrics in brilliant Rajasthani prints and colours for skirts and blouses, Sabyasachi's silhouettes were often lean and long for shifts, skirts and even shirts. For summer comfort there were bikini tops, playsuits with flared hems, palazzos and even three chotu saris pioneered by the designer worn over long lush skirts. The earthy tones were beautifully matched with the brights which gradually emerged for the ensembles.



Mixing the prints, embellishments and fabrics in daring forms is something only Sabyasachi can do with great aplomb. The final trio of boldly printed sack gowns with deep cut armholes was a brilliant end to a stunning show.

Masaba's Earthy Collection Reflected Her Heritage and Style

She always creates from the heart but for Summer/Resort 2011 Masaba's collection called "Straight from My Soil" reflected the beauty of her culture and heritage. Inspired by the

Masai Tribe, Masaba's colour choice was daring and worked around the spectrum of hues as she drowned her creativity in the tones and dreamt up creations for the universal woman. A fantastic mix of aqua, orange, shocking pink, cream and purple with touches of bronze came together for the arresting Ikats and large polka dots. Her print preference was typically Masai with the "Foot" impression motif treading fashionably through the garments.

Keeping the silhouettes very contemporary, Masaba had colour blocking for the lean maxis and innovatively stitched lungi saris. There were giant black polka dots for draped capes, pre-pleated purple green sari, black tulip dress, animal print dhoti pants jumpsuit, shaded net full gathered skirt with embroidery, the cross over drape cover and finally the black with red polka dot net gown with key hole front and back necklines worn over tiny shorts that were impressive. There was style there was drama and there was a wonderful earthy rustic touch about the collection. The look of the garments had the strong distinct Masaba influence which will make her buyers the cynosure of all eyes at any occasion.

Satya Paul with his Glamorous Jewels of the Sea Collection

When the Satya Paul label appears on the ramp, the look is truly feminine, glamorous and exciting. "The Jewels of the Sea" collection presented by Satya Paul for Summer/Resort 2011 at Lakmé Fashion Week was an ethnic and western offering comprising saris, lehengas and serene western creations.

Using the inspirations of the theme cleverly, Satya Paul had a mix of Lurex and glitter net for its sheer quality and had prints and embellishments to create the elements of the sea.

Divided into three segments the fabric choice was vast starting with chiffon, crepe, georgette and satin along with textured taffeta, organza, net and silk prints. Embroidery was added to create drama for the creations. Dresses, gowns, tunics, kaftans, blouses and pareos floated down the ramp in dazzling colours.

The Ultramarine line was feminine and fluid in vast shades of blue with hints of lime green for the perfect resort look. The Multi Marine collection had nautical marine prints with shimmering solids and lace, sequins sheeting, foiling and rhinestones that added to the exotic appeal of the collection. Here it was magnificent net gowns, sequined sheaths in green and red, multicoloured twinkling saris with undersea flora embroidery, a red sheeting mini topped with a printed kaftan and ended with a printed embroidered



Satya Paul



Satya Paul

bridal mermaid style lehenga, choli and veil. The showstopper was former Miss India Sarah Jane Dias in a magnificent red ruffled hem lehenga and corset, encrusted with crystals. With the “Jewels of the Sea” collection by Satya Paul, the label presented one of the finest and most glamorous collections ever seen on the ramp.

Anita Dongre’s Timeless Collection Dazzles

With summer and the rising temperature during sultry months, there is only one thing women long for – cool comfortable clothing. Anita Dongre Timeless presented by the designer was a perfect summer line titled “Love and Life” in just cool ecru with tiny discreet hints of rose pink, powder blue and pale yellow.



Anita Dongre



Anita Dongre

On display were the beautiful weaves from Benares turned into exquisite traditional silhouettes which gracefully moved from resort bridal wear to holiday cruise line options and festive evening ensembles. There was grandeur and regal silhouettes as white cotton gowns with tonal embroidery, saris with gotta edged borders, backless cholis, corset gowns with kimono sleeves and diaphanous halter panelled creations floated down the ramp. Hints of pink appeared for the shaded creations, glittering

silver kurtas teamed with loose pajamas or salwars, Angarkhas, lehengas and pretty pink gowns with shimmering bodices, were beautiful visions to behold. For a more ornate formal look, Anita had silver kurtis, empire line kurtas, one shoulder gowns, brocade

cholis, regal silver sherwanis teamed with ghagras, dramatic dupattas and finally a halter collar choli with a stunning pink ornate lehenga which closed the show.

Gowns, lehengas, cholis and saris were shown in perfect harmony on the ramp by Anita Dongre, whose collection will be a hit during the summer season for women who want to make a traditional style statement from dawn to dusk.

Shantanu and Nikhil Enchant Audience with their Bridge Brand S&N Drape Collection

When it's a Shantanu and Nikhil show the audience expects the most unusual designs and Delhi's designing duo sprang another surprise with their sensational new Bridge brand "S&N Drape" featuring the "Divonics" collection for Summer/Resort 2011 at Lakmé Fashion Week. Aimed at the cocktail, evening wear chic buyer, the "S&N Drape" Divonics collection was a blend of Indian vintage designs cleverly merged with contemporary sophisticated silhouettes. Bringing in a fluid look of casual, evening wear, which moved effortlessly into formal glamour silhouettes as dresses, gowns, saris, jumpsuits, bodysuits, tops and skirts in the western genre, the pair offered a wide choice to the wearer.



Shantanu & Nikhil



Shantanu & Nikhil

The fabrics selected by the designers ranged from sumptuous handloom fabrics like matka silk, brocade, tussore to sheer chiffon, silks and jerseys. The colour story was a line-up of rustic hues of grey, chocolate, beige and black while the silhouettes were either structured or draped to create elegant feminine ensembles. Closing the show with a stark black jumpsuit with a glittering hood, Shantanu and Nikhil obviously had the perfect creations

in their new S&N Drape Bridge line for the Indian as well as the global buyer judging from the loud applause from the audience. For a look that will evoke style and sophistications, the "S&N Drape" label by Shantanu and Nikhil will score high on the fashion charts!



Priya Kataria Puri



Priya Kataria Puri

Priya Kataria Puri Recreated Magic of Marrakesh

"Marrakesh", a dream summer resort destination for the jet setting fashionistas, turned into an inspiration for Priya Kataria Puri for her Summer/Resort 2011 collection

at Lakmé Fashion Week. An expert at creating holiday wear with exotic prints, Priya's Moroccan mélange of colours gave that vintage textile feel to the collection. The colour story was dramatic with a generous play of off white, yellow, orange and apple green creating a romantic rainbow with teal green, teal pink, burgundy, navy and of course black which is the colour of the night. The fabrics were rich chiffons, silk, crepe, georgette; satin, velvet, jersey and tulle which gave the seductive touches to the daring breezy beach wear creations. In a fast paced show and keeping in tune with the season, Priya opened with a red bikini and a sheer printed cover. The resort look continued throughout as a line of the most colourful kaftans in varying lengths floated down the ramp with silver embroidery at the waist, neck or yokes; while tassels were used to decorate the hemline, sleeves, neck, collars and even the ankles of the shoes. The stunners were the mustard satin shift; the halter asymmetric toga with crystal collar, the black printed mini with extended shoulder frills, the dazzling silver embroidered green kaftan, orange satin one shoulder gown, the dramatic black mini with embellished bodice, followed by the tiny crystal bikini.

Jatin Varma Made a Delicious Fashion Offering

It was a sumptuous delicious collection almost good enough to eat and with a title like "Gelato" the famous Italian ice-cream, Jatin Varma captured all eyes as his creations glided down the catwalk. The sorbet colours the light fabric textures, the delightful drapes were the strong points of Jatin's great Summer/Resort 2011 look great at Lakmé Fashion Week. Staying true to his theme, Jatin worked with four colours in irresistible melon pink, blue, white and dollops of yellow. To match the mood and taste of the



Jatin Varma



Jatin Varma

inspiration, Jatin chose soft sensuous silk, organza and taffeta to create the most feminine drapes and discreet volumes for the skirts which ranged from slim to full flare. One shoulder frilled creations, diagonal pleated minis, dresses with flowing trails and basket weaves for bodices added that extra 'oomph' to the collection. The elegant swirls on the garments inspired by the waves of ice creams in a store gave the ensembles that sumptuous appearance. Jatin's collection was an artful study in different interesting stylish pleating, drapes and ruffles techniques for the utterly feminine trendy minis and Red Carpet gowns. "Gelato" was a collection that was not only mouth-watering to look at but very eye catching and will prove a great seller for Jatin Varma for the summer season.

Manish Malhotra Showcases Traditional Indian Crafts

Manish Malhotra ensures that his collections are always a traditional blend of Indian crafts with contemporary touches. His sensational line ended day two at Lakmé Fashion Week for Summer/Resort 2011. The 40 gorgeous evening wear creations for men and women were resplendent with the wonderful Chikankari work as well as Kashmiri embroidery especially created in Srinagar and Jammu which Manish is keen on reviving. Adding Rajasthani gotta borders to the swirling creations; Manish ensured his ensembles would be fit for a myriad occasions.

Using delicate summer shades of aqua, green, powder blue and ivory, Manish gave a striking look to women's wear. Men's wear created in beige, grey and navy had a choice of lush textures that ranged from tussore to brocade for the sharply tailored bundgala jackets teamed with either slim pants or Jodhpuri trousers.



Manish Malhotra



Manish Malhotra

Against a rustic background of ethnic motifs and ornate lamps hanging from the ceiling, the show opened with six bare chest male models draped in Kashmiri shawls or dressed in white chikan kurtas. The men's wear collection of 20 creations that followed had an assortment of sherwanis, kurtas and sharply cut jackets with touches of Karshmiri craft or Lucknowi embroidery and teamed with churidars, Pathani or cowled salwars, slim trousers and Jodhpuri pants.

The 20 women's creations were opulent and grand in nature as voluminous lehengas and kalidar kurtas in net with silver zari work glided down the catwalk. Layered and superbly crafted the floor length kurtas at times teamed with flared lehengas were a dream to behold. 3D rose embroidery, low sexy backs high collars shimmering badla work and zari motifs on net, and chikan work in innovative forms dazzled the audience. The final creation a magnificent tiered multiple fabric layered lehenga with a tiny choli with a silver embellished dupatta was a perfect end to a memorable show.

Gauri and Nainika's Grand Finale Was a Sensational End to the Event

It was the most eagerly awaited event which ended the vibrant and busy Lakmé Fashion Week Summer/Resort 2011 season. The Grand Finale show featuring designers Gauri and Nainika renowned for their stunning creations was presented by Lakmé at a starry elegant extravagant evening.

The Ballroom of the Grand Hyatt Hotel was turned into a veritable Fantasyland as it came alive with butterflies and birds cutouts suspended from the ceiling. The backdrop of trees and snaking vines around the arched entry of the ramp along with the throbbing strobe lights set the scene for the fantastic show.

To the strains of the ABBA classic "I have a Dream", Amrit Maghera descended from the ceiling reclining on a sliver of a new moon to open the opulent fashion presentation. Gauri and Nainika the designing duo known for their glamorous Red Carpet collections dazzled the audience with 31 creations inspired by the colour cosmetic line Fantasy by Lakmé.



Gauri & Nainika

With stunning eye-catching creations and selection of elegant fabrics, colours, construction and silhouettes, the creative pair showed a breathtaking line of gorgeous evening wear with form fitting bodices that reflected the many moods of a woman. Unbelievable metres of diaphanous tulle, silk and French lace moulded with horse hair

and can-can gave the outfits a surreal look. The five looks from the Fantasy collection by Lakmé which were created to flatter the beauty of women for the Summer/Resort 2011 season, started with the Sugar Plum Fairy in shades of pink, followed by the Snow Queen in rainbow hues, The Cloud Princess surrounded by blues and greens, The Wandering Butterfly who is nature's child and finally Goddess of Gold surrounded by gold as she shimmers and shines.



Gauri & Nainika at Grand Finale

Using the five looks Gauri and Nainika creatively combined their styling and presented cocktail dresses with spiraling drapes and textures in pastel shades of white, blue, green, pink and yellow. One shoulder lace ensembles, cocktail draped and frilled creations, taffeta pencil dresses, mermaid lace and tulle ensemble and the three final magnificent ball gowns in lace and satin would have been the envy of every queen and princess in the world.

Megan and Carol - the dancers on stilts - thrilled the audience at the beginning, middle and end of the show with energetic numbers and ended with a performance of Swan Lake performed on the stilts that evoked a thunderous applause from the audience.

The Grand Finale was the entry of Lakmé's six beautiful faces to the strains of "Over the Rainbow". Amrit Maghera in a white rose gown, Shraddha Kapoor wore a net and silk dress, Lisa Haydon dressed in a white willpower petal mini, Vipasha Agarwal glided in a white gown, Indrani Dasgupta gorgeous in a mini and the new face of Lakmé, Liza Golden in a net and silk version.

It was a magnificent end to a fantastic Summer/Resort 2011 Lakmé Fashion Week as the fabulous Grand Finale by Gauri and Nainika inspired by Lakmé's Fantasy Look was the talk of the town for weeks.

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