



SURKHAB BESTOYE



MINIMALISM INDUTVAS HERITAGECRAFTS RECYCLING VINTAGE EARTH HAPPY

Even as the pandemic continues with its doomed waltz, life limps back to the new normal of social distancing, masks, lockdowns and unlocks. Amidst all the gloom, the festive/wedding season beckons hope like never before. **Fibre2Fashion** spoke to some designers to know the trends.

Gautam Gupta / Asha Gautam

Diaphanous Swirls

This era of the Covid has made people conscious about the environment and buying patterns, and the search therefore is investment-based designs and classics rather than just fads. Longevity and biodegradability make handwoven textiles the most sustainable source of textiles in India. Weddings and festivals in this country call for sheen and vibrancy and so saris from banarasi to paithani to bandhani are classics for every occasion. Blouses too play a key role in upping the glamour. The other silhouettes that will trend this festive season include capes or jackets with lehengas; and embellished short kurtas with flared lowers as they are not only comfortable but also look stylish. Millennial fashion is a different segment and for them stylish cholis or tops along with drape saris or lehengas will be popular. Gowns are not a staple in Indian weddings, but they cannot be ruled out.

Materials such as silk, brocades, linen, cotton, chanderi -- all will be good but my favourite this year will be the organza. The softer blended organza has made it more drape-friendly and its diaphanous quality makes it a millennial-friendly fabric; it is expected to rule Indian weddings for the next two years at least, and may be more.

Since we are expecting smaller weddings, the focus will be on comfortable wears. The clutch and potli will be the perfect accessories but masks and gloves will make an entry.

Pick & Choose

Silhouette Peplums and cholis with lehenga, capes with skirts, floorlength anarkalis, kurtas with shararas, handwoven saris with embellished blouses, drape saris – indutvas or Indianwears fused with western styles will rock!

Material Banarasi silks and brocades, linen silk, organza, munga georgette, bandhani, patolas, paithanis, tussar silk and georgette tissue (all these are handwoven)



Alternatives (earth-happy) Most of the above are sustainable and to add to it we also work on banana and bamboo fibres and blend yarns with mulberry silk yarns.

Colours Yellow, fuchsia, red, emerald green, radiant orange will be the hot picks this year. There will also be pastels like powder pink, ice blue, mint, coral and lavender.

Embellishment Resham, dori, zardozi, gota, pearls, cutdana, ari work, petit point and crossstitch embroidery, shadow work (lucknawi).

Fabric accessories Tassels, potlis, clutches, masks, gloves.

Estimated cost From ₹25,000-3 lakh



ASHA GAUTAM

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Kunal Anil Tanna

Vocal For Local

It is believed that desperate times such as now, call for desperate measures. But on the contrary, it is best to retrospect and re-evaluate to develop a strategic plan to survive the low and track onto a steady path for future sustainable growth. It is in uncertain times like these that dynamic transitions take place. We are stressed about survival and are forced to trim the means to function and re-strategise working patterns. Fashion belongs to the luxury segment; hence it may not be a part of priority buying for the majority. A detailed restructuring to attain optimum usage of resources and manpower will need to become mandatory. Design teams would have to inculcate a systematically organised design process with elements that utilise raw materials from fibre to fabric.

Since the textile industry is one of the largest polluters globally, it is time for us designers to collectively turn to eco-friendly fashion. Weddings and other festivities may require indulgence, but that too would be subjected to the bare minimum. For example, grooms could opt for reversible jackets that can be reworn. Kurtas that showcase gender fluidity can be reused. Sustainable fashion can only become profitable if the product is value for money. This in turn helps the product to be converted to sales and makes it imperative to design more diverse silhouettes that can be worn as separates. Keeping close margins to achieve an alluring price point has become the need of the hour.

Apart from design trends, I believe that sourcing homegrown raw materials or locally produced fabrics are initiatives to be encouraged. This eventually helps our local vendors, while also being very cost effective. Also, it reduces procurement costs and makes the process of reordering far more beneficial. Unfortunately, we are often misinformed about organically produced materials and made to believe that they're somewhat heavy on the pockets, but correct sourcing channels can check this.

When it comes to label Kunal Anil Tanna, the majority of fabric used is breathable and locally sourced from vendors cultivated over the years. With several new innovations in fabrics, such as those developed from banana fibres, bamboo shoots, hemp, etc, technology provides a variety of choices to select from.

Pick & Choose

Silhouette The need of the hour for luxury brands is to create multipurpose, breathable fabrics and design versatile silhouettes that are not necessarily worn as a complete ensemble, but also as individual pieces. Additionally, these can have an overall relaxed vibe so they can be teamed with multiple options from one's own wardrobe.

Material The most preferred fabric for the label is a combination of silk and cotton. While silk enhances the regal appeal, cotton makes it durable, comfortable and relatively cost conscious.

Alternatives (earth-happy) One of the effective methods we follow to be more sustainable is to design textures that skillfully utilise leftovers. Reusing fabric scraps results in minimum wastage from our workshops and also helps the outcome to be relatively cost effective.

Embellishments We have intentionally created several cost-balanced options for surface ornamentation using print mediums and aim to further explore this. Functionality aspects are going to have a preferential lead over vanity.

Fabric Accessories The evolving chic is relatively motivated towards multi-utility accessories like the fanny pack. User-friendly, it is an amalgamation of a belt and a bag. We have recently developed a few to coordinate with our collections, and have received a positive response.

Estimated cost A close watch and regular interaction with various sale platforms have indicated that our pricing of individual pieces instead of the whole set have proven to boost sales.



KUNAL ANIL TANNA

Surbhi Pansari

Cottoning On

Walking the runway to success just a few months ago, the Indian fashion industry is now re-evaluating its future with the pandemic as virulent as ever. As early as April, virtual weddings started trending. The wedding/festive trends for 2020 would be simpler, more value for money styles with multiple wearability factor. Sartorial artistry with impeccable detailing is what I recommend.



SURBHI PANSARI

Garments like a line of fine tailored kurtas, sherwanis and bandhgalas, inspired by the heritage crafts of the country will trend. A melange of style and craftsmanship, the colour palette would lean towards vibrant hues like midnight blue, marmalade and crimson red.

Comfort will top the list for man fashion too as customers would like to include more of classics in the wardrobe. The focus will be on sustainable fashion.

Pick & Choose

Silhouette Mostly straight with comfort fit, with little layering in the form of bundis, keeping in mind the upcoming winter season.

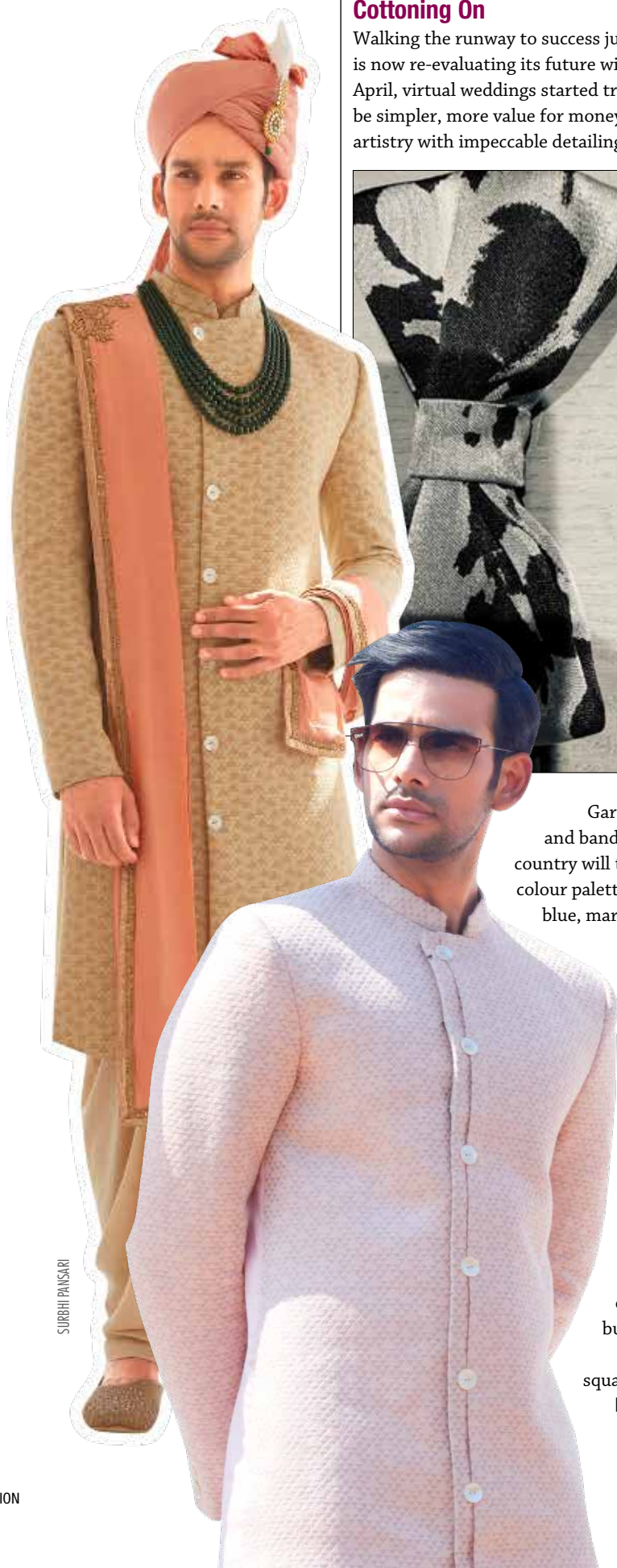
Material Cotton and prints, which is comfortable and can be easily washed at home.

Alternatives (earth-happy) Cotton material would be my top priority.

Embellishments More of minimal embroidery or small flower brooches, contrasting and metallic buttons.

Fabric Accessories Two-layered bows and pocket squares folded in the form of leaves or petals.

Estimated cost ₹8,000+



SURBHI PANSARI

Shilpi Gupta / Surkhab Bespoke

Celebrate Nature

And so the race was on till the pandemic brought the world down to its knees. The wedding/festive season in India bolts from kitsch to ostentation when it comes to wears, so much so we never pause to think what we end up taking away from Mother Nature. If at all there is a silver lining to the wrathful virus it is that it has forced us to reflect on our consumption behaviour. It has become imperative more than ever now to ensure we make that switch to sustainable, biodegradable fabrics. And the choices there are aplenty when it comes to earth-happy fabrics like organic silk, organic linen, organic cotton, peace silk etc. Let's celebrate nature this wedding season!



Pick & Choose

Material Organza.

Alternatives (earth-happy) Silk.

Embellishments Patchwork with dabka load work outing and Swarovski highlight; silk threadwork with zari outing at some places to create depth.

Fabric Accessories Jootie with same fabric and embroidery along with potli bags.

Estimated cost ₹2.75 lakh

The Woven Threads / Pubali Sen

Set A Trend!

The ongoing worldwide pandemic is proving to be a game-changer even for the big fat Indian wedding. We are talking of the rich trousseaus that in the current situation will opt for timelessness rather than the bling and glitz of the pre-COVID-19 days.

I believe in silhouettes with organic fabrics like cotton silk or chanderi which spell luxury and also adapt to the ever-changing trends, besides of course being eco-friendly. Sustainable fashion also helps to embrace one's individuality. From brocade saris which can be recycled to using inherited bridal sets, there are new substitutes which are gaining popularity. Sourcing products made out of the loom also ensures a lifeline for the local artisans.



THE WOVEN THREAD / PUBALI SEN



THE WOVEN THREAD / PUBALI SEN

Pick & Choose

Silhouette 2020 is about breezy silhouettes. The ball-gown silhouette for the day will look straight from a fairy tale and suits every body type. The flowy A-line silhouette is perfect for pre-wedding shoots.

Material Sumptuous fabrics like chanderi-silk, silk-fabric or khadi, cotton, mulmul exude luxury.

Embellishments In these tough times, embrace your own identity rather than blindly following the trend. Blazer on lehenga is an impeccable choice for the boss-brides out there. Luxe silk crop top with dhotis could make a joyous fusion for the bridesmaids. Free, flowy, edgy maxis with beaded florals and pre-wedding shoots go together perfectly.

Fabric Accessories The key is to not over-do it. Mirror work on A-line silhouettes could be fun and zari embroidery on the ball-gown silhouette is regal.

Estimated cost save yourself from burning a hole in the pocket by going sustainable. The Woven Thread's enthralling collection is from ₹8,000-₹20,000.

Vanshika Gupta | Fashion Revolution

Suf To Say

As the world faces this pandemic in unified isolation, people are trying to adapt to the new normal, and weddings and festivities too will see a drastic change with minimalism gaining currency. The majorly home-bound consumer is also witnessing a change in dressing style with comfortable wear and lounge wear in trend.

We at Fashion Revolution are focusing on how the unfolding situation is affecting the people who make our clothes. It is the most vulnerable, lowest paid people in the fashion supply chain that are worst affected, with millions having already lost their jobs.

In terms of our design aesthetic, our focus is on keeping the traditional form and structure of motifs. We are juxtaposing our traditional suf embroidery on contemporary or western silhouettes in prêt, premium prêt and a few couture pieces. The common fabric used in every look is cotton. The whole journey of suf is full of patience and focus and it takes months to produce just one look. And this whole craft is being done by women, who not only do their household chores but whenever get free time, they want it to be invested in suf. Low ranges of garments will also be having suf details so as to reach as many people. We are taking a sustaining route for this craft to survive, and moreover we intend to make our consumer curious about this. We are starting with small products, and then go for garments and subsequently lifestyle products.

Pick & Choose

Silhouette The silhouettes are a mixture of fitted and loose. It's chic versus modern versus comfortable silhouettes.

Material For the embroidery we mostly use resham single ply, a needle, mirrors and a good source of light.

Alternatives (earth-happy) Leftover fabrics and trims.

Embellishments Embellishment will be there for occasion wear. In weddings little bling is believed to be auspicious. But then due to COVID-19, focus will be on the silhouettes and minimal embroidery.

Fabric Accessories Fastenings, zippers and buttons.

Estimated cost From ₹10,000-1 lakh.



VANSHIKA GUPTA | FASHION REVOLUTION

Rachel J Amirtharaj | La Fantaisie

Comfort & Slow Clothing

This 2020 was forecast to be the year of luxe and grandeur. But, the pandemic has ensured it is everything but that! The new normal calls for intimate gatherings and in such a setting the wedding/festive season will be all about comfort and slow clothing. The trends are shifting towards more value-based shopping with eco-friendly lace and lace, satin wedding dress designs that are minimalistic yet eye-catching.

People will be more than happy to re-use their existing outfits or pull out their mother's or grandmom's festive sari or gown, or their father's old tux – check vintage, sustainable, and a memory attached to it.

Evolving as the scenario unfolds almost every other day, designers are opting for natural fibres like cashmere, hemp, linen and or recycled cotton and polyester, other handmade fabrics, organic silks, faux fur, tulle and lace, and adopting zero-waste cutting techniques.

Another trend that can be predominantly noticed is the change in craftsmanship due to a plunge in demand for wedding/festive outfits as designers expand their range from mass-produced outfits to more customised and sustainable dresses; they are also working with traditional artisans to upgrade their collections.

Pick & Choose

Silhouette

- A universally loved wedding dress for someone who wants a fairytale moment without all the volume and drama, is the A-line gown.
- The ball gown is for those who wish to unleash their inner princess.
- For the magical mavens and bodacious bombshells, the mermaid never disappoints with its sultry, curve-hugging wedding dress style.
- The fit & flare silhouette is perfect for the bride who wants the illusion of a mermaid gown, but the freedom of a more relaxed style.
- The sheath is a fuss-free garment shape and is excellent if you are looking for something simple, elegant and yet unique in your quarantine wedding.

Alternative choice (earth-happy) Silk, satin, lace, tulle and a few others will be in high demand.

Embellishments Lace appliqués, beading, sequins, border trims, fringe, pearls and ribbons are making it to the dress in this pandemic style festivity.

Fabric Accessories Earrings, crowns, tiaras, garters, shoes, bracelets, necklace, veil, bouquet are some of the usual fabric accessories that are part of the wedding day outfit. Face masks, shoe covers, gloves and more are some of the new fabric accessories that are being used amidst the lockdown festivities worldwide.**FF**

RACHEL J AMIRTHARAJ | LA FANTASIE

