

DECONSTRUCTION BREEZY SILHOUETTES WASHER DETAILING PRINTS SHADED COLOUR EFFECTS BASKET WEAVING

Texturing on light and frothy fabrics, licensing a special treatment on the sturdy indigo denim were the highlights at the recently concluded first edition of the Gionee India Beach Fashion Week 2015 held in Goa. MEHER CASTELINO reports



Do collections for the beach, cruise, resort and destination weddings demand a different category of fabrics just like the silhouettes and designs of the garments, which are distinct and at times totally deconstructed? A look through the collections at the first edition of the Gionee India Beach Fashion Week 2015 held in Goa from February 5-7 revealed that designers did move slightly off the beaten for this genre of fashion with their choice of fabrics and the treatment rendered.

NEW LOOK DENIM

Inspired by Goa's Ozora Music Festival and the look of the swinging 70s, Raakesh Agarwal imparted a rave look to the sturdy indigo fabric with intense shredding and tattering treatment. So much so that the heavy distressed look rendered the fabric into yarns in total disarray.

"All the denims are lightweight, well-treated and coated. They are not bought from New Delhi's Nehru Place but are factory-made and the important aspect is that this look for the fabrics is licensed so I think I will be the first designer to get into licensing of special fabrics," informs Agarwal excitedly. The designer showed denim in three treatments.

'Colour Strokes', the first treatment was constructed in stretch satin RFD fabric, where the garments were first desized and then washed with enzyme, bleach and softener to give soft hand-feel and puckering effect on seams. "Later all garments were handpainted with colour techniques to highlight seams in colours but leaving the seams untouched white and/or painted asymmetrically in abstract worn and used look," says Agarwal.

For the second look called 'Mother of Hippies Distressed and Slashed', the garments in indigo denim, after the first few steps as mentioned above were worked up in dry process by bringing distress tear details and bleach sprayed at different intensities to bring out a heavily worn and used look. "Some styles were later put through another random wash in bleach. All processes used are authentic handcrafted techniques from the denim industry," informed Agarwal.

'Art Nouveau' -- the final look -- in coated indigo denim featured exclusive hand embroidery techniques that were bleach-sprayed to give a naturally worn and faded look. "Here the garment was first hand-sanded and given a softener wash. Bleach was then sprayed over the garment to bring a natural fade compared to the darker lesser worn out areas which were worked over with embroidery," stated Agarwal whose collection comprised belted mini trench dresses, shirt waist dresses, minis, corset jumpsuits, jackets, micro shorts and tiny dresses with long, shredded fabric shirt tails.



SHIMMER KHADI

Hyderabad designer Asmita Marwa's 'Bela Alma' collection was pure resortwear in cotton, voile, linen and khadi in plain as well as also shimmer varieties. "I get my fabrics from the open market or agents in Hyderabad and Delhi. My look is very relaxed and laidback -- ideal for the beach so I like to use fluid textures. The khadi this season has a discreet shimmer, which I have got specially woven with shining thread so that it looks like lamé or Lurex from a distance," reveals Marwa. Her relaxed, breezy silhouettes consisted of loose pants, tunics, tiny shorts, bikini covers and wrap around pants. She added pretty prints and motifs along with metal and stone work as well as safety pins and washer detailing as embellishments.

KHADI NEO CLASSIC

Khadi along with cottons and organic fabrics, sourced from his home town Ahmedabad, were used by Nilesch Parashar for his label 'Nautanky'. These were treated with digital and screen printing, textured with dyeing and placement embroidery. "I have added intricate surface ornamentation, mixing traditional crafts with rich textiles and combined them with detailing and vibrant prints to present a collection of fusion wear with hot air balloons and perfume bottle prints," explained Parashar.



DIGITAL PRINTS

Babita Malkani's cruise wear line, 'Cosmic Revival', ranged from lightweight georgette, crêpe and satin teamed with soft cotton and jersey along with a hint of ribbed knits and fish net. "My fabrics are very basic but I like to treat them with digital prints created by me. Since the theme was celestial in nature, I had hand prints, scenes of the cosmos, celestial bodies and the Aum symbols. The ribbed knits and jersey were ideal for some of my figure-hugging designs, while the fluid flowing styles were just right for the soft silks."



AFRICAN SAFARI

The 'Kalahari' collection by Nachiket Barve, inspired by the motifs and fabrics of the Dark Continent, used fabrics that covered almost every texture and weave starting with tussar silk, kota, tulle, silk chiffon, crêpe, georgette, organza, chanderi, raw silk, spun silk, washed dupion and satin. A master at fabric texturing and manipulation, Barve once again worked his magic with his long list of materials. The colours matched the hues of the African desert and were sand, earth, sky and plant green.

To recreate the raffia woven Shoowa and Kuba textiles worn by the inhabitants of the Congo, Barve adapted it in the form of intricate hand embroidery and beading. The Trompe l'oeil patchwork was revised into illusionary effect by using collages of different patterns and motifs. The beautifully crafted silver jewellery of the Tuareg tribe was reinterpreted in delicate beading. The beaded corsets of the Dinka men were translated with wooden beaded embroidery on dresses. "I have tried to bring onto the garments the effect of fossils embedded in the desert rock and the finely crafted necklaces and checked fabrics of the Maasai clan as appliques, patchwork and embroidery on coats, dresses, skirts and gowns," he added.

IN THE SWIM

There was a time when getting a good swimsuit was impossible in India and one had to either get it from abroad or ask the family tailor to stitch one in cotton fabric. But now thanks to great fabrics being easily available there were several designers who showed swimwear in their collections. .

Harsh Agarwal's 'Omana' label which specialises in swim, cruise and resort wear presented the 'Tropical Dreamscape' collection worked on flat chiffons, silks and new age fabrics like scuba and neoprene. Bikinis, monokinis, maillots followed by cover-ups, jackets, maxis and sarongs in digital prints featured Hawaiian motifs. "The scuba fabric we used for the bikinis, monokinis and swimsuits were sourced from Bandra in Mumbai while the neoprene fabric, used for only one outfit was from China. For the other garments we used flat chiffons and polynesian fabrics along with knits and jerseys on which we have digital prints in our exclusive patterns," informs Agarwal.

Smriti Pratap was the other designer who presented a great swimwear line with all the right fabrics ideal for fun in the sea or in the pool. Using Lycra, polynesian and jersey as well as georgettes and sheer cottons, she worked with digital prints that revolved around leafy florals and geometrics to birds, horses, parrots and architectural motifs. "These prints have been my hot sellers for a few seasons and they go very well with the bikinis, monokinis, pareos, maillots, sarongs and capes," she said.



PARTY WEAR

There is a lot of partying and occasions on the beach or at a resort so it is but natural that designers concentrate on some fun holiday ensembles that swing good for a rollicking evening out.

Harsh Harsh from Harsh Gupta's 'Bird's of Paradise' collection was crafted in fabrics that matched the occidental silhouettes and construction. "We have used silk and polynosic as well as jacquards, satin, crêpes, georgettes, twills and tulle on which we have splashed 3dimensional floral embroidery and intricate textures. Since I travel around the world I picked up the jacquard, polynosic and twill fabrics from all over and the rest from the open markets in India. Most of the fabrics in my collections are normally solid colours on which I add textures like pleating, pintucking, gathers, rouching. For this collection I included 3D metallic flowers at strategic points.



Harsh Gupta



Karn Malhotra

Karn Malhotra was the other designer who catered to the party circuit during a resort holiday. Creating the perfect cool summery look, Malhotra worked with cotton blends, georgettes, cottons and Lycra with an anchor cluster motif print and colour blocking as the centre of attraction. Working with colours that are ideal for fun in the sun, Malhotra opted for green, white and pale champagne with subtle glitter of traditional beads, thread work and rhinestones. "I prefer to create occasionwear, which goes well for any event. I try to texture the fabrics, mostly imported, and accessorise with detailing like belts, shoulder patches and collars embellished with gold, metal chains and studs along with hints of brown faux leather to make a strong fashion statement," he emphasises.



Anupamaa Dayal

COTTONS FOREVER

The sheer cotton story for beachwear is ideal for the hot temperature and designers love to play with it. The most popular choice for the collections was voiles in different weights. Anupamaa Dayal's 'Masti' collection had colourful prints inspired by the

Goan hues of the sun, sea and sand along with a profusion of large fragrant flower prints. "I start with the level base of white or ecru fabrics and then gradually build on them with texturing and prints according to my themes. I am primarily a resort and cruise wear designer so fluidity in

fabrics is critical. For me voile is the ideal choice and is very important along with organdi and organza. I then like to treat the fabrics with prints and shaded colour effects and even add appliques to highlight the design," explains she.



Chirag Naini

WINNING DESIGNS

Akshay Kalmadi and Neha Bhogal of the 'Paper Doll Company' were winners of the Talenthouse contest organised by Talenthouse India, a part of Reliance Big Entertainment and Gionee India Beach Fashion Week held through 'Fashion Recruits'.

Intricate textured lace and basket weaving of cotton fabrics along with vintage prints and detailing was added to the beach and resort wear. "We have manipulated the fabric by weaving strips of it to form an intricate mat-like pattern for our short tops.

Besides that, pleating is a major detailing added to the georgettes to give a new texture to the sheer fabric," inform the duo.

Chirag Naini, the other winner, used cotton in varying weights for shirt dresses, floppy tunics, slim trousers, deconstructed shifts and culotte skirts. Using indigo dye in dhaba technique, he had a mélange of prints that ranged from checks, pinstripes, abstract florals to smudgy effects.

FRESH TALENT

Students of the Rachna Sansad Institute of Fashion and Textile Designing presented ten collections for men and women. Aenasha Safi used satin, Lycra and georgette dyed in blue, ombré beige and champagne and then added surface ornamentation and laser cutting for the floor length capes.

Gunveen Chawla used silk, twill and unbutter crépe in shades of blue and turquoise for the serene line of sheaths and maxis and worked them with bead work. Nidhi Satra opted for georgette and soft denim and added prints inspired by botanical motifs and ikat, which were fused to give a modern twist to the ancient weave.

Jigar Darji's menswear line in cotton, linen, twill and knit had blazers, shorts, shirts and Tees where the designs were inspired by the East American Navajo tribe weave that was converted into a modernised print. Vibha Arora's fabric choice was only pure crépe in shades of blue and purple but with a mix of cutwork and tie-and-dye on beach covers, long tube dresses and beach wear.

Resham Bomma's linen, satin and georgette collection had prints and sequins splashed on her beach wear, while Harshali Kamble opted for cotton knits, linen, net and Lycra, which were splash-dyed and screen-printed for the tops and skirts.



Falguni and Shane Peacock

BRIDAL FINERY

With destination weddings being a major part of the beach wear fashion week can bridal and wedding trousseaux be far behind? But when it comes to bridalwear, then it is net or tulle that tops the list for all designers. The sheer transparency of this fabric was the highlight of many collections. Embroidered with zardosi, resham, sequins, dyed, printed, appliqué and painted, yards of net was the most popular fabric for gowns, lehengas, long column tubes and even tiny cholis.

'Runaway Bride' from Falguni and Shane Peacock used tulle, satin, velvet and knits for Tees, which were teamed with elaborate lehengas. The texturing was with crystals, sequins, ombré colours and artistic prints in blue, red, and yellow.

Harpreet and Rimple Narula's 'Love in Catalonia' was created with flat chiffon, lace, lamé and georgette and embellished with zardosi, sequins, enamelled sequins, asymmetric beads, metallic studs and grommets all juxtaposed over laser cutwork.

Kommal Sood's 'Amphitrite Collection' concentrated on silk, flat chiffon, georgette, tulle, taffeta and knits -- all in solid colours of aqua, soft salmon, sun gold and lilac. The fabric texturing was with mother of pearls, sequins and stone clusters along with metallic appliqué.



Rimple and Harpreet Narula



Kommal Sood

For Riddhi and Siddhi Mapxencar, it was pure chiffon, crépe and georgette with stripers added along with houndstooth designs to recreate the geometry of Japanese art which was used as appliqué to highlight the collection.

Designers Anjallee and Arjun Kapoor for their 'Persian Fantasy' collection used fabrics like velvet, tulle, silk, lace, and georgette in colours that ranged from pastels to jewel tones, which were highlighted by texturing with gold kasab, dabka, badla, mukaish and gota work.



Riddhi and Siddhi

Anjallee and Arjun Kapoor