



@Chumbhak



@Brass Tacks



@Brass Tacks



@Lalit Dalmia



@Lalit Dalmia



@Brass Tacks

TREND TALK

Trending It Right!

With the sweltering heat finally showing some signs of abatement in most parts of India, it's the start of a new season and time to revamp your wardrobe with the latest in fashion apparel. So, what is in vogue this season? **Bindu Gopal Rao** tells us more.

DO THE NEW

In apparel, whether it's western or traditional wear—slits, straight cuts, fringes and peplums are some of the trending styles these days and are quite popular amongst girls. "There is a lot of vibrancy and versatility in the colour palette this season. Maxi dresses in floral prints, peplum and shirt-style tops, and kurtis with high slits are some of the trending styles this monsoon," says Vaibhav Gupta, Sales and Marketing Head, Shakumbhari. Designer Lalit Dalmia opines, "The cold shoulder trend still remains huge; rucksacks are the bags to be seen with and prairie is the new boho. Apparel trends for the upcoming season, as per the forecast, consists of different hues of pastel colours such as lilac grey, hazy taupe, baby pink, rose quartz, pistachio, beige pink, limpet shell and many more colours of the pastel family. Short and light outfits such as shirt dresses, shorts teamed with a loose tee and crop tops worn over skirts are becoming immensely popular. According to Shubhra Chadda, Co-Founder, Chumbak Design Pvt. Ltd, "Denim in all silhouettes is extremely popular amongst high street brands this year. We have incorporated denim in a variety of styles in shift dresses, shorts, etc. The other trend that is

making a huge comeback this year is patchwork. Patches will be seen across different fashion categories. Apart from this, bold colours and big motifs are going to be very popular."

The upcoming season is going to have an amalgamation of styles that are easy to incorporate in everyday dressing. "The season sways towards the fresh, rejuvenating styles with a magical touch. Aquamarine, hues of green and lemon yellow are designers' favourite choice. The choice in fabric can vary from net, chiffon or georgette. Elegant zardozi, glass work and minimalist embroidery will be the trend for the season," says Virendra Bardia, CEO, Ethnic Dukaan.com.

SEASONAL THRUST

The advent of monsoon is triggering multiple trends. Ashish Gurnani and Aashray Thatai, Co-Founders, PostFold, opine, "The new trend update this season in terms of silhouettes for women is the addition of resort shirts with placement prints, elevated shirt dresses, peasant tops, use of sheer laces, Kimono shapes, wide-leg bottoms, etc. Apart from this, we see a lot of midi lengths, maxi splits and pinafore silhouettes across all categories. Skirts have a lot of layering, pleating

and asymmetrical silhouettes.” Adds Designer Rajdeep Ranawat, “This season, we see a lot of clothes influenced by Spanish and Italian culture such as bright and happy motifs from the ceramic arts or the juicy fruits and vegetables from the respective regions, apart from the exotic florals that entwine the artworks. Tunics paired with palazzos, lovely sundresses, kaftans and knee-length skirts are in vogue this season. From Spanish-influenced flounces to paper bag waist shorts, pants and skirts, the trends on the Spring 2016 fashion week runways were quite varied.”

NEW LAUNCHES

For a semi-casual look, the first and best piece of clothing would be colourful dresses. Cream, brown and black dresses make for a great formal look, whilst a pink coat with a belt will lend a more chic look. “You can smartly mix and match the bright pieces from your wardrobe with whites and neutral shades. Add a hint of the neon trend to your outfit by wearing a single, super-bright piece. Cool casuals for the season would be fitted jeans paired with a cotton shirt. Silk and rayon will also make a popular choice during this season. Palazzo pants or culottes teamed with tank tops make for good fusion wear, whereas more ethnic apparel with elegant zardozi work on satin fabrics will surely make a mark. Polka dot tops with boat necks will look great for occasions in the evenings. A knee-length outfit along with a pair of coloured leggings would best suit the monsoon,” says Komal Patil, HOD, Indian Fashion Academy.

Designer Anaka Narayanan, Brass Tacks, says, “I think culottes and cropped wide-leg trousers will be seen everywhere. The jumpsuit is shifting towards a slouchy look that is closer to overalls.” Anand Jadhav, President, Merchandising and Supply Chain, YEPME, avers, “This season, it’s about neat ruffles, laces and so much more. From done-up-denims to stand-out graphics, there are tons of fashion trends one can look for. Classic stripes get an update in a spectrum of colours. As for men, fashion is all about sharp and edgy dressing. From sublime hues to distressed denims; from sexy accessories to printed shorts, this season is set to be contemporary for men.”

Sanjeev Mukhija, Founder, Goldenseam Industries Pvt. Ltd and Managing Director, Breakbounc Streetwear, adds, “In streetwear particularly, we see handcrafted Indie tribal art overlaid with grungy home-made flyer-art motifs and scrawled typo, giving this season’s collection a rough, hewn home-made artisan feel. The knits are indigenous crafts-inspired with ethnographical print patterns, while rustic washes are worked with

a polyester and cotton mélange jersey. Shirts are in cotton poplin summer weight fabric and play well with tribal prints. The range sees summer holiday iconography and a bleached retro vibe on T-shirts.”

The upcoming autumn/winter 2016-17 season will see exaggerated silhouettes. Generous volume and irregular shapes will be seen across all categories of apparel. “In terms of prints for girls, there will be plenty of unfinished graphic floral prints and over-dyed effects, while for boys, the graphics are inspired by adventure sports. Contrasting, textured fabrics will be the rage this season. One will also see a lot of shimmer such as mirrored accents and sequins,” says Sharad Venkta, MD and CEO, Toonz Retail Pvt. Ltd. Felted wools, open and double-sided knits will be extensively used this season. Sanjana Bubber, Partner and Head Designer, Bubber Couture, says, “There are several new trends for the upcoming autumn/winter season. Capes, cape sleeves and inspired silhouettes are very hot this season. For a stylish look, capes are versatile and can be styled with a modern skirt, palazzo pants or even a sharara. A cape is a silhouette that can be tied into your western, Indian or Indo-western wardrobe. Off-shoulder crop tops, tunics and kurtas are very much in vogue as well.”

NOW TRENDING

Most fashion-forward consumers are more ready to be experimental today. This provides more room for designers to come up with innovative designs. Meenu Tiwari, Founder, The Plavate, explains, “In the monsoons, one should try to wear comfortable clothes. Bright colours would definitely help improve the mood. Go with the flow of nature and make the best of what it gives us. We should give back as much to nature as we take from it. That is the philosophy on which The Plavate stands. This is the reason why we believe that sustainable clothing is a fashion trend that is here to stay.”

For womenswear, lace-ups and criss-cross straps are the hottest global trend. “Lace-up detail on fashion garments and accessories is a major trend to watch out for. Cross straps on a plunging V-neckline or lace-ups on your Gladiator heels are big trends this season,” says Shilpa Bhatia, Founder and Director, The Clothing Rental. Rahul Jashnani, MD, Jashn, adds, “Apparel for the monsoon is designed with fabrics that dry faster and prevent permanent stains. In ethnic wear, designs which look attractive and weigh less are very important. The new thing will be the designs, as the youth is more open to experiment and indulge more in fusion fashion.” ■

