

SEASONAL THRUST TO FASHION

Bindu Gopal Rao explores what Spring Summer 2017 has in-store for fashion enthusiasts.

It's the start of a new season and apparel manufacturers are out with a new set of clothes to herald Spring/Summer 2017. Naturally, this season has its own colours, cuts, patterns, fabrics and trends. We hear from leading players what is in 'stores' this season.



@Buzzaria Dukaan



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@Ritu Kumar



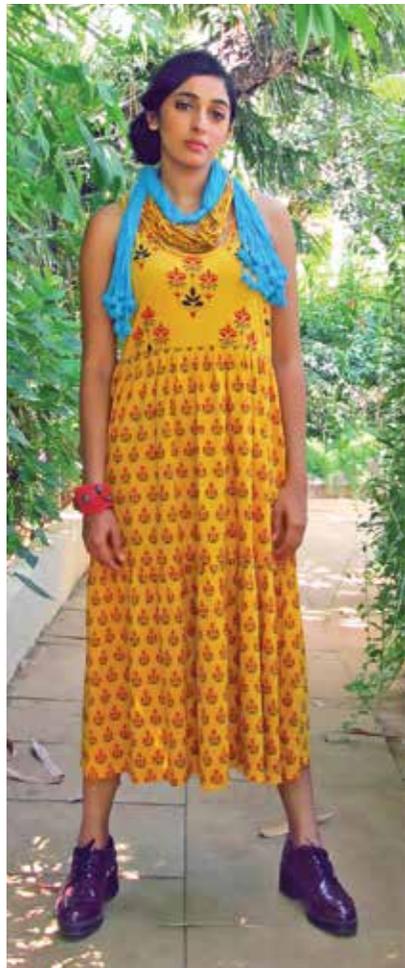
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COLLECTIONS GALORE

With new trends coming out every week, the goal of fast fashion is to offer more variety to consumers. The newly extensive spring summer line of menswear and womenswear from Girggit offers hues of cool summer shades going from pastels, neutrals to earthy shades and blue tones. From kimonos, camisoles, and much more for fashion-conscious women, Girggit offers a vibrant and comfortable range of smart-fit shirts and t-shirts for men too. And they do have all the reasons to go dash and dandy as the brand has an exclusive range of round neck melange cotton T-shirts to over-dyed washed out Pique Polos. Buzzaria Dukaan too is launching a distinctive range of organic apparel this season from the Indricka collection, like western dresses, *kurtis*, palazzos and t-shirts designed with organic cotton, knit and voile depicting graphic prints and fine-hand embroidery. Filme Fashion a unique multi-designer store has floral prints, Tie-dye, Batik prints in pastels as well as quirky neon colours designed stylishly in asymmetrical cuts, flares and layers in its Spring-Summer Casual Collection. The VERO MODA Spring-Summer 2017 collection puts forth an eclectic mix of the season's trendiest fashion statements and classic wardrobe staples that you can don from day to night. They are light, breezy, and ideal

for the incoming humid climate. Runways and fashion trends at the moment are dominated with styles that highlight the 1980s-inspired shoulders, ruffles, Bardot tops, et al. Children are becoming fashionable too and there are several new launches. Toonz Retail has three themes, Spring Garden for girls, Nautical Miles for both boys and girls and Messy Play for infants. The range includes cool t-shirts and shorts, trendy tops, smart shorts and skirts along with evergreen denims and trousers. They have also introduced palazzos this season for girls. For infants, they have a big range of co-ordinates to match up with the mood of the young child and mother. Ritu Kumar Spring Summer 2017 presents a modern retelling of nomadic aesthetics. "The collection with its new structures and silhouettes represent the twilight hours and the freedom of spirit. The focus is on fluid minimalists, regal florals and solid kurtas that exude a summery vibe and add a youthful charm. Soft cotton, fluid chiffon and trendy chambray are light fabrics that are comfortable, providing functional fashion that is ideal for hot summers," says Ritu Kumar, Head of Design, Ritu Kumar.

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MEN ON TOP

The Stefano Ricci world for Summer 2017 comes to life through the details which bestow both a stylistic and aesthetic substance. "Virtuous elegance is manifested at the height of the weaving process, which, from jackets to shoes, becomes a figure of modernity that holds its roots in an ancient and skilful craftsmanship. The hidden hoods are made in 150 gram waterproof silk on turtle suede safari jackets. The luggage has an international footprint and the shirts reach heights of incomparable refinement and prestige. The perforated leather on blousons and accessories, the gold and silver finishing on crocodile jackets, the secret inlays on polos and the unique lightweight silk inlays on Italian denim on sneakers, signify Stefano Ricci's constant innovation," says a spokesperson. Indian ethnic wear for men is evolving at a rapid pace with designers drawing inspiration from different cultures. "This season, we have put together

a spring/summer collection which perfectly blends innovation in fashion with embroidered architectural motifs on jodhpuri coats, kurtas and bandhgallas. The garments not only give out an elegant feel but are also conventional, handcrafted and contemporary at the same time. For summer, statement jackets in linen fabrics and light shades for double breasted blazers look trendy," opines Surbhi Pansari - Menswear Designer & Owner, Surbhi Pansari. The SS17 Spykar Menswear collection celebrates the youthful aesthetic characterised by a thrown-on, carefree look. Classic work wear items are re-imagined where the rough and the raw meet the authentic and the contemporary. "Long sheer jackets, breezy maxy dresses, there is a lot of layering happening with flowy fabrics. Men are going pastel this season wearing lighter colours and going more casual and comfortable," says Nishankh Sainani, Stylist and Fashion Curator at 6Degree.

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@aitha puttanna



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ETHNIC FLAVOURS

The season is all about being Indian and a contemporary interpretation of tradition is trending. Prashant Garg, Designer, Pratham - The Saree Courtyard says, "It is the season to celebrate weavers and artists through a well-curated apparel line. Pichwai paintings, kalamkari, *sanginari* blocks, *baticks*, etc., represented in a contemporary design line, in cuts and details to suit an urban design sensibility." The sari has undoubtedly become one of the most versatile piece of clothing in your closet this summer. "Choose fabrics like silk, cotton, linen, etc., in spring summer. Saris look stylish and graceful on everyone so, without hesitation, it secures a space in your summer wardrobe along with those cool dresses that you plan to wear," says Vineet Chhajjer, Director, Vineet's Sarees. Harleen Kaur, CMO, Trendy Bharat explains, "This season, new fashion trends will change one's mindset. Ethnic wear with a hint of western flair is going to grab eyeballs. Floral dresses and kurtis for women is going to be the show-stopper this season. There is more verve and many fashion picks than what one had experienced earlier."

INNERWEAR COMFORT

Smita Murarka, Marketing Head, Amanté, opines, "For SS17, our collection is inspired from the wanderess spirit in a woman, the urge to travel and discover the world. The collection features a range of bras and panties, in exotic prints, crochet lace and jacquard fabrics. The styles included are non-wired, padded full cover bra, front closure racer back demi bra, padded bras with soft inner cups and wired demi bras." Rosmin Kunnathottathil, Co Founder, The Lingerie Store adds, "In lingerie, we are bringing out many curated collections this summer. Collections like Refreshing Cuppa, which are padded bras for summer, Peppermints which are a collection of sweet candy colours and Little Poises which is a collection of floral printed cottons are some of our highlights for this season. These will be out on www.tslingerie.com, April, 2017 onwards."

TREND CHECK

The colour palate this season revolves around fresh blossoms, sunrise hues, sand dunes, sunkist coral, virtual pink and whites. Sharad Venkta, MD & CEO, India Pvt Ltd. opines, "The

TREND TALK



MATERIAL MATTERS

Summer is all about breathable fabrics along with classic cottons, denims, knits, linens and synthetic fabrics, tulles and printed laces. As the temperatures rise, fabrics will need to be softer with a tendency to absorb moisture. Geo meshes, crochet laces, floral jacquards will also be a big influence this season. Mamta Gupta, Founder and Owner, Buzaria Dukaan, opines, "Cotton has always been a favourite to beat the heat, so cotton stoles, kurties are perfect for this weather. Also fabrics like linen, rayon, khadi are a good choice for summer. I suggest choosing the colour and fabrics according to the weather, also the body type and the choice of fit plays a significant role." Latha Puttanna, Managing



essentials, this season, are surf and nautical inspired prints giving way to bright florals and fun-filled graphics. Oversized typos, tie & dye techniques, hand-rendered graphics, painterly prints and badge embroideries are used to create a statement appeal." Prints will also be dominant this season with digital prints becoming more popular. Deepa Reddy, Founder of The Open Trunk, a Bengaluru based multi-designer fashion brand says, "Long layers in Indian dresses are in style along with bold and bright colours. Glitter Gold is the colour ruling the fashion world for summer 2017." Himanshu Thakur, Founder Girggit avers, "The off shoulder is in vogue that will keep trending. Think bright blue and grass green, pink and yellow, blue and red, purple and so on, the choice is endless when we explore colours. Statement stripes will also be spotted everywhere in summer." Ishita Sanghal Gupta, Founder, Zurova.com, adds, "Ruffles have made a comeback this season with a whole new avenue of transformed style, along with a little silhouette play with sleeves. Clearly this spring/summer 2017 a lot of romance is depicted with sass and feminine silhouettes." Aashray Thatai & Ashish Gurnani, Co-Founders, PostFold, say, "Use of soft ruffles and feminine pleats are dominating in SS17. Maxi silhouettes can be spotted on runways. Placement knotting is also making a mark this season. Dresses with front waist knots or placement knots at the back or in front; can be seen as a new update across all categories."

Director, Latha Puttanna, says, "The material depends on each person's feel for the textile. We are totally into natural fabrics and hence we work and promote only such textiles. We also see organic textiles and handloom fabrics becoming very popular." Fashion trend changes with the season and apparel changes accordingly. The most common trends of 2017 noted so far in this spring summer is floral clothing, "Neutral and earthy colours, mix and match is a new call this summer, horizontal and vertical stripes, geometric prints, layered tops, off shoulder and cold shoulder dressing, sheer and cotton jackets with lehenga and saris in case of wedding outfits are popular," say fashion advisors at Kashish Infioré. Denim in a range of washes including ombrés, classic blues, washed-out and distressed is in too. So get ready to give your wardrobe a spring summer makeover! ■