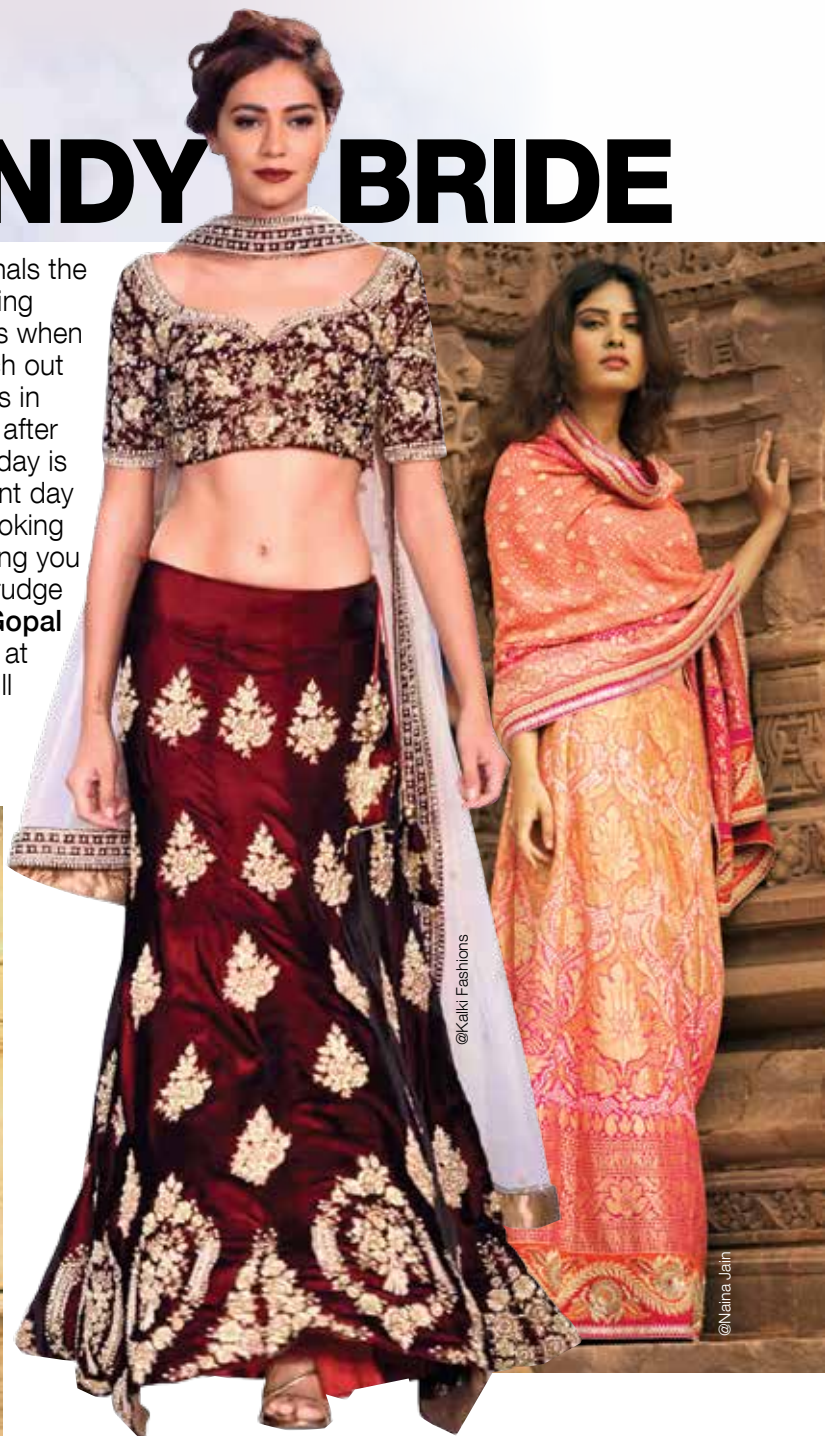


THE TRENDY BRIDE

The year end signals the start of the wedding season and this is when you need to watch out for the new trends in bridal wear. Well, after all your wedding day is the most important day of your life and looking trendy is something you do not want to grudge yourself. **Bindu Gopal Rao** takes a look at the trends that will make a bride's day and others turn heads!

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Designers are moving beyond the age old trend of cohesion in a collection, now every outfit has a different story to tell. This gives ample of space for the designer to experiment with the collection and so the audience gets more variety. The most innovative and new thing in the bridal wear collection is that the outfits are handcrafted by a team of creative artisans who have played with hues like playful pastels, muted greys, rose gold, ivory, burgundy, and teal that blooms in a vibrant gold - the usual bridal colour. KALKI's Bride and Baraat collection also improves on a classic. Catering to the bridal-wear needs, the brand hosts a wide range of glamorous lehengas, heavenly sari styles, elegant anarkali suits and magnificent gown designs amongst myriad



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new styles. 2017 brings in easy experimentation with silhouettes and the colour palette. Brides are shifting their preferences from the staple reds and oranges to more colour explorations and surface technique play. Brides nowadays do not opt for the standard heaving embroidered and gaudy ensembles to make them stand out from the crowd; they are opting for statement pieces instead, which speak on its own and add to their personality as the bride of today. Vrushali Satre, Owner & Designer at Vrushali Satre avers, "The off shoulders with long fitted sleeves are so stunning to look at. This style accentuates the feminine side of the bride and softens her features. Another trend is the modern interpretations of the *Kamarbandh*, which is the broad or narrow, plain or embellished, printed or contrasted belt worn right under the blouse. This helps define the waist and elongates the structure of the woman, hence, it creates a slimming effect one can say."

NOW TRENDING

This wedding season, the regular lehengas have got a major upgrade in terms of style and silhouette. The uber fashionable cape lehengas are the most stylish accessory to hit the bridal

trends, since the dupattas are a passé. There are long capes, half cape sleeves, front short long back capes and many more that accentuate your style. Capes might be sheer and stylish, but they manage to block out the cold and this works in its favour, making it a 'must have' goal for every to-be bride. Women are now going for different silhouettes for various different functions. "Going by the trends, one can go for - floor length *anarkalis* or an *anarkali* lehenga, paired with the jackets in-vogue for the sangeet. An embellished or embroidered net gown with full lacy sleeves for a cocktail party. Picking up something in this season's hot colours, like toasted almond, strawberry ice, scuba blue and peachy pinks, can also be considered a fair option. For the cocktail, throw on a Victorian Cape gown which is elegant and regal at the same time, in shades of dusty green, royal blue, and corals or go for an orange cape as a mood-changer. The bride's reception outfit could be a sari inspired gown which is very much in style, this wedding season," says Nishit Gupta, Director, Kalki Fashions. The Naina Jain Bridal Collection reminisces the quintessential moment of the big day in the life of the bride. "These days, more and more brides are going the traditional



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way, when it comes to their attire - traditional sarees which boast high on weaves and hand tie and dye technique. Our collection is a celebration of timeless pieces of art which every bride would like to preserve and continue to wear days after her wedding, without ever getting bored of it. Moreover, our bridal wear incorporates experimental colour schemes like browns and beiges, which were not considered for the bridal regalia previously," says Naina Jain, Owner & Chief Designer, Label Naina Jain.

MATERIAL MATTERS

Materials like silk velvets, dupions, heavy satins, sheer nets, organza, embroidered nets, printed cotton lycra and tassels as a beautification tool, are trending in the bridal scene at present. With winter being the prime wedding period, velvet that gives a regnant look in colours like maroon, blue or purple shades surely makes up for good bridal attire. The fabric promises warmth. Also full sleeved blouses in raw silks are the latest fashion cry. Nothing could be more elegant than a sweetheart neckline and little motifs intricately designed along the arm. Fringes, floral embroideries, heavy drapes, high low lehengas, dupattas with tails, long power sleeves, jacket lehengas are the few patterns trending this season. Use of zari, tissue and *chanderi* silks are back this season, evergreen silk brocades and blends have always been a favourite for the bridal wear designers. Olipriya Dhar and Srijani Sen, Fashion Designers & Partners, SrijaniOlipriya say, "This season is all about experiments, so mix and match of materials like jacquard, silk, net, brocade, velvet are mostly being used for bridal wear, because of the richness of these fabrics. Lots of *matka* work, sari work, heavy sequence, Swarovski and other stone work are common this season. The main attractions are the embroideries; the *Resham* work on the fabrics is making the bride and groom look a lot more dramatic and nothing less than royals. Our sequence high low lehenga and our velvet crimson bridal lehenga are made on this idea."

GET THE LOOK

Today, bridal wear has a very broad spectrum, it not only includes those heavily embroidered lehengas and embellished saris but it has a good mix. "Rich anarka-



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lis with ethnic skirts, subtle yet rich crop tops with lehengas paired with beautiful capes, statement pieces like dhoti saris and obviously a wide variety of customised Punjabi *jutties* to go with every ensemble for different ceremonies. Definitely, the new Indian bride has stepped out of that traditional way of dressing and has adopted what is called contemporary and comfortable dressing. They want to have multi-purpose attires in their wardrobe which, are not occasion specific but are more of a day-to-day wear - translated into a bridal trousseau which can be worn in their wedding ceremonies spread over a couple of days like mehendi, haldi, sangeet, pre-wedding cocktail, post-wedding party and the numerous amount of family dinners which happen post-wedding. Obviously, they cannot skip work so their fashion has to be convertible and comfortable," says Nidhi Yadav, Fashion Designer & Creative Head, AKS. Brides today are more experimental and practical in choosing their bridal outfits. They are splurging on something that they can wear again post their wedding. "Benarasi lehengas with a cape/shirt for the sangeet, a nice draped





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formal gown for the sangeet, traditional embroideries for the *phas* and a lehenga sari for the reception is working well. Dhoti saris and palazzo saris have caught attention of the bridal wear designers since a few years now and are working well owing to the convenience they bring to the bride at destination weddings,” opines Disha Doshi, Designer at Disha Doshi Gandhi.

COLOUR COORDINATES

“Bridal lehengas in off-beat colours are becoming popular and the same in a range of colours, from dark colours like olive and deep greens, burgundy and wine and mustards to the pastels, such as light green and pink are increasingly favoured. Brides are looking for customised bridal outfits and experimentation with blouses and sleeves are very big, this year too. The range includes the one-shoulder, cold-shoulder, capes, bell-sleeves and more,” says Sanna Vohra, CEO, The Wedding Brigade. Sana Karim, Designer, House of Zardoze, adds, “We are recently seeing brides breaking the norms of deep red colours for their bridals and become more experimental with colours for their big day. Also the embroidery and cuts have seen visible shift in design and look. Girls nowadays are choosing abstract designs for the embroidery on their lehengas, 3D embroidery; layered lehengas all that look like gowns as well as heavily embroidered jackets. Metal wire to create 3D draped looks, fabric manipulation, mirror work and machine applique work on the embroidery is a favourable trend. We can see a lot of feather work as well.” Ruchi Roongta & Rashi Agarwal, Founders, Ruceru advice, “For the mehendi, go for something in fun and pastel colours, asymmetrical hemlines, easy and light-

weight. We have a pastel pink jacket cut blouse which can be teamed with floral accessories and dewy makeup. Cocktails can be a fresh change from black and gold, the bride of 2017 can try the unconventional neutral colours too with a pop of shimmer. We have a powder blue cocktail gown with shimmer white sequin embroidery and a flattering neckline to accentuate the collar bone, giving enough room for wavy hairdo. Offbeat colour combinations yet keeping the ethnic flavour intact, our bird lehenga has a lateral colour block of vibrant blues ranging from powder to Prussian tones and have a contrasting heavily embroidered blouse and dupatta. It touches the playful side of the event, yet keeps it rooted traditionally. Layered and immensely flared up sheer lehenga gowns are trending this year, just like our tonal peach orange organza lehenga with intricate hand embroidery throughout the layers. Weddings are rooted to traditional rituals, and we feel the ensemble should also compliment the same. Greens have been a major highlight for 2017 and a dark olive lehenga with intricate zardozi work and contrasting high neck blouse with dainty dupatta with a cascading veil will bring out the goddess bride look. A high bun with deep kohl eyes and traditional jewellery will add to the grandeur of the look. The reception look can be experimented with English tones like butter and old rose, our raw silk flap organza gown with small floral bunch detail is sure to look very classy and chic for the final event of the ceremonies. Hair with white roses and diamonds on the neck will complete the look.” So, dress up and shine on, after all it's your day and as they say, this comes only once in a lifetime! ■