

Feeling HAUTE HOT HAUTE!

Bindu Gopal Rao shows us what's in store for summer fashion, this warm season.

Joy, fun and seasons in the sun! Summer means all this and more. During this season of heat and humidity, we can wear much more than our shortest shorts and our most cotton-y shirts. The trends, this season, are hot in more ways than one!

With Indian handlooms gaining love and attention throughout the fashion industry, there are a whole lot of in-vogue fusion and ethnic fashion ensembles that one can pick this summer. "Cotton shirts dipped in earthy, natural colours and printed in hand block designs of crafts like *ajrakh*, *dabu*, indigo or woven *ikat* shirts, short kurtas paired with



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a classic pair of chinos or linen trousers is a major head-turner for men. For women, one can opt for a quirky fit and flare, maxi or midi-dresses with accentuated sleeves, cropped into an umbrella, elbow or a cold shoulder style. Quirky motifs and Indian crafts like *ikat*, *ajrakh*, *kalamkari* and more are the rage, this summer," says Anupam Arya, Director, *Fabriclore.com*. Clothes made out of cotton, poplin and rayon printed in quirky motifs of flowers, objects, automobiles, fruits and plaid checks crafted into frocks, shorts, loose pants, shirts, crop tops, skirts are bang-on options for kids. Dimple Nahar, Owner & Designer of 2Divine – The Lifestyle Temple says, "Try linen or cotton pants/chinos for men with pastel cotton shirts to beat the heat. Women could wear cotton kurtas and palazzos, long flowy dresses or skirts with a basic t-shirt and kids could wear shorts and t-shirts and girls could wear short dresses as well." Jigyasa Jolly, Creative Director, Modoo Caldo adds, "Dungarees are a go-to for both men and women, even kids. It is casual, yet very chic. At Modoo Caldo, we have given this popular street wear a twist. We have introduced wraparound dungarees that are a combination of dungarees and suspenders, making them super classy and easy to wear." Soumen Das, Senior Marketing Manager of Skechers India says, "Comfort is the only key that will help you get through the season. You must be familiar with the fusion of athletic wear and normal wear also known as athleisure. Athleisure is the trendiest and most happening fashion wear for this summer season."

HOT AND COOL

Keeping cool in the summer is very important, therefore fabrics that allow the skin to breathe should be the focus. "Wear loose but well-fitted clothes to avoid skin rashes and shun away textiles that trap heat and do not absorb sweat like satin, brocade, *tussar* silk, and wool, etc. Opt for light shades and hues and strictly avoid dark shades of black, purple, brown and red. While embroidery is manageable, avoid apparel with too much glitter and hand-work. Not only does it bother our skin but also becomes an eye sore in the scorching sun," says Krina Panjwani, Brand Head of Indian Ink.

Fabric plays a very crucial role as the styling gets minimal this season. "Varying sizes of checks in different colours and patterns are widely seen across the globe. At Spykar, we have a wide range of checks in various sizes, gingham checks to buffalo checks, plain tartan checks, graph checks, shepherd's checks, windowpane checks and Madras checks for the men's and women's range of Spring/Summer 2018," says Abhishek Yadav, Design Head, Spykar Lifestyle.



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Anshul Paul, Director, Nargis, adds, "Summer is all about fun and trying different prints and patterns as printed designs are liked by all and it's a simple and trendy look for the season. The current colour palette for Spring/Summer 2018 comprises of a striking combination of cool and pastel colours. Shades of yellow are receiving a huge welcome in this season." Latha Puttanna, Founder, Latha Puttanna, avers, "This summer is all about natural fabrics, flowy cuts, and pastel shades. This season is for intricate work, floral designs, and flares. Wear light colours and natural fabrics. Avoid heavy accessories and tight fits."

HOT TRENDS

Customisation, fusion and sustainable fashion are the most talked-about fashion trends for summer 2018. Ritu Seksaria, Designer, Ritu Seksaria says, "Our new collection has powder tones and muted gold work. These garments have a subtle legacy of traditional Indian textiles and also have a bit of an Israeli influence." People no longer want themselves to be caught wearing the same outfit as someone on the street. Sneha Mehta, Founder, Kukoon, says, "A trend that is making waves is the use of colour block patterns for both men and women, from matching light tops with bright pants or wearing a dual tone shirt for your outing – both give you looks that are effervescent."

Summers are all about keeping it simple, casual, yet opting for something that makes a bold statement with your look. "It is all about picking the right shade of pastel with a little

bit of pop, along with silhouettes and cuts that make you feel comfortable even during hot sunny days," says Shreyasi Pathak, Stylist, Vajor. The 2018 Spring Summer fashion trends are a fabulous mix of pastels, florals, sequins, fringes, ruffles, checks and definitely fun and bold colours. "Summer 2018 will also see experimentation with the type of sleeves. There are bell sleeves, cold shoulder, off shoulder, slit sleeves, petal sleeves, butterfly sleeves and many more styles that are making a statement this spring summer. Styles of 1960s and 1970s are back in town, vintage florals, sequins, ruffles, frill and fringes are all back with a new twist. Ruffles and fringes are being used in dresses, skirts, blouses, shirts, etc," says Monica Oswal, Executive Director, Monte Carlo. Nidhi Yadav, Creative Head and Founder, AKS, explains, "For the summer clothes, graceful lace cut, sews, layered patterns, asymmetric or pleated dresses, ruffled tops or crop tops with fringes are a big hit this season. Talking about the sleeves, leg-o-mutton ones and the 3/4th fringes or bell sleeves will be the must have wardrobe styles."



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weather. "Sleeker cut, deep V-neck, off shoulder are the cuts one prefers to have in their wardrobe. Pant-jackets, crop top saris, flowy gowns are the style making pieces this summer. Materials like organza, flat chiffon, rich satin also can work," says Nishit Gupta, Director, Kalki. Dresses in the traditional maheshwari cottons, matched Coimbatore cotton silks with Chinese collars are great. "The tangail fabrics from Bengal become beautiful cape tops matched with ikat pants. We focus on ethnic fabrics, weaves, embroidery, Indian attires of lesser known and undervalued rural traditions inspire them," says Ursala Jung, Founder, Sihali Jageer.

This summer, get ready to beat the heat with some cool apparel! ■

MATERIAL MATTERS

Summer-staple fabrics like cotton, muslin, chanderi silk, georgette, kota doria and linen dipped in pastel colours like beige, mint, aqua, fuchsia, off-white, are the main stay of the season. Hand blocks and quirky patterns of flowers, bootis, jharokas, figurines, objects, animals, fruits, and more are being shaped into modern silhouettes. Sagar Mehra, Creative Director, Sunil Mehra avers, "Use blends like linen and silk, lighter and more breathable fabrics. Cuts should be sharp, edgy and lean and add contemporary and sports couture in everyday routine." Deepa Reddy, Founder, The Open Trunk adds, "In fabric, chiffons are always a big hit for its lightweight, its pastel shades and floral prints which ticks so many boxes of the summer look. Going by what was showcased at the Lakme Fashion Week, we expect to see a lot of Lucknowi lines be it dresses, kurtas, dupattas or saris, from cotton to chiffon and silk."

You can opt for rayon, khadi, or any other sustainable fabrics which are ruling the summer



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SUMMER CHECKLIST

- Try not to expose your skin too much in the sun. Carry a stole, preferably made of linen, mul cotton, or light silks like chanderi or tussar, whenever you step out in the heat.
- Opt for summer and skin-friendly fabrics instead of the usual, chemically-dyed polyester based fabrics. Fabrics like cotton, khadi, linen, mul, chanderi silk, rayon, are some of the best options to beat the summer heat.
- Go for pastels and light, summery shades instead of darker counterparts.
- Avoid synthetics as much as you can.
- Avoid wearing body-hugging outfits.