

## BRAND PROFILE



All images: @Kanelle



# By Women For Women

A woman-centric brand, Kanelle is a creation for women who love easy-to-wear fashion. **Bindu Gopal Rao** talks to Kanika Jain, its founder and creative director to know more...

Kanelle is a combination of 'Kanika', the name of the fashion designer and 'elle' is a French word which means 'she.' This fashion brand is dedicated to women who enjoy looking fashionable every day. Founder and Creative Director, Kanika launched the brand in 2011 after completing her Masters in Marketing from London. Kanika trained at the London College of Fashion where she learnt to hone her skills and master the basics of fashion. She moved back to India and worked on several projects including styling and assisting designers for the Wills India Fashion Week. Later she decided to stitch clothes for the contemporary young woman.

### **TELL US SOMETHING ABOUT YOUR EARLY DAYS. WAS FASHION DESIGNING ALWAYS YOUR AREA OF INTEREST?**

As a child, I used to see my mother dress up in gorgeous sarees. I was intrigued about the



kind of fabrics that she wore. So I would ask her about them. Her love for textiles, urged me to learn more on the subject. With time, my inquisitiveness grew and I found myself being bitten by the fashion bug. That is where my love affair with fashion and textiles began.

**WHEN AND WHY DID YOU START KANELLE?**

Kanelle was born in 2011. I am a self-made designer and my intention has always been to speak my own design language. I wanted to bring to women my beautiful art. Since I had my own ideas, it only made sense to put pen to paper and create collections and bring out my talent. This prompted me to start my own label.

**TELL US SOMETHING OF THE DESIGN PHILOSOPHY OF KANELLE?**

Kanelle is a brand created for women who like easy – to – wear fashion. Its collections are an amalgamation of handcrafted indigenous textiles and meticulous details on timeless separates. Kanelle embraces wardrobe staples that are luxurious and feminine while being comfortable and unique. The brand is expressive, inclusive and transitional. Every collection has a story to tell that makes each piece expressive in its own way. We believe fashion should not be restricted

“KANELLE IS A BRAND CREATED FOR WOMEN WHO LIKE EASY – TO – WEAR FASHION. ITS COLLECTIONS ARE AN AMALGAMATION OF HANDCRAFTED INDIGENOUS TEXTILES”

to a certain category of women; hence, all our collections have something for all women who love fashion. Each garment, when styled, could transition from dressing up to dressing down. My definition of '#Kanellewoman' is someone who likes to wear fashion every day.

**TELL US ABOUT YOUR CLOTHING LINES. ALSO WHAT ARE THE DIFFERENT KINDS OF CLOTHING THAT YOU MAKE FOR WOMEN?**

As a brand, our idea of clothing is to make everyday clothing comfortable. Clothes should not only look fashionable at occasions. It must be embraced on an everyday basis. We also make essential separates as it gives women the freedom to wear each garment however she wishes to. Our clothes can easily transition from



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day wear to evening wear. We have a festive line too that is launched during the festive season only.

### WHAT KIND OF FABRICS DO YOU USE TO MAKE YOUR CLOTHES?

A lot of our fabrics are handwoven textiles. Nevertheless, we make sure to use all natural fibres for our collections. The use of cottons, *khadis*, silks, organza, denim, wool etc and some part of knitwear in cotton and wool yarns are very prominent in our collections.

### WHAT MAKES YOUR COLLECTIONS UNIQUE? WHAT DEFINES YOUR CLOTHES?

The surface designs and print patterns we create are very unique. Each collection we have is very expressive and has a story of its own. Our USP revolves around art, uniqueness and comfort.

### WHO OR WHAT INSPIRES YOU?

Every collection is inspired by different things. Sometimes I am inspired by the nature or the environment and sometimes from an artist and their work. Sometimes it is just something that is in my mind. For example, I could be very positive about something like a book that I am reading or an artist that I like. This positivity will turn into an inspiration for me.

### HOW OFTEN DO YOU HAVE NEW COLLECTIONS AND HOW DO SEASONS INSPIRE YOU?

We mostly have two main collections each year - Spring Summer and Fall Winter. There are some capsule collections that we launch in between seasons and introduce it around the year. This includes the launch of the festive line.

### WHICH HAS BEEN THE MOST CHALLENGING COLLECTION TO DATE AND WHY?

Every collection comes with its own set of challenges. There is no particular collection that has been overtly challenging so far. We try and bring something new every season and though this means we have to face a new set of challenges, we continue to work very hard on each collection.





**WHAT IS YOUR OPINION ON ECOLOGICAL CHOICES IN FASHION?**

I think sustainability in fashion is a term that has been used in many ways and at many levels in today's time. It is amazing to see how some brands are making conscious choices to become sustainable. There is a marked change in the means used by organisations to avoid damaging or destroying our ecosystem. However, the flip side of the coin shows us how the excessive use of sustainability has also led to it being misused in a lot of ways. It is important for people to understand the realness of the subject and use their knowledge to make the right choices.

**WHAT ARE SOME OF THE FASHION TRENDS YOU SEE IN 2020?**

There will be a further display of peasant dresses, happy playful prints on relaxed silhouettes, etc.

**TELL US ABOUT THE FABRICS YOU ARE WORKING WITH AND WHY YOU HAVE CHOSEN THEM.**

We mostly work with a mix of hand-woven and mill-made fabrics. However, all fabrics are made of natural fibers. We choose our fabrics very carefully in order to make sure it does not compromise our design, fit and comfort.

IT IS AMAZING TO SEE HOW MANY BRANDS ARE MAKING CONSCIOUS CHOICES TO BECOME SUSTAINABLE. HOWEVER, EXCESSIVE USE OF SUSTAINABILITY CAN ALSO DAMAGE THE ENVIRONMENT

**HOW HAS YOUR FASHION AESTHETICS CHANGED OVER THE YEARS?**

I think in my personal opinion, if as a designer you are not progressing then you're regressing. Every collection we do teaches us a lot. Each collection comes with a new set of challenges. With the passing of each year, we have only grown in terms of our learning. This has led us to dive deep in our craft and create designs that are artistic yet functional. Every collection has taught us something new and I feel proud to have learnt on the job. The last nine years have been full of challenges and there is so much learning that it has been a great journey. ■