

Vesture

By Vinodhars

Embracing Curves with Confidence

Actress
Vahbiz Dorabjee
highlights the impact
of the body positivity
movement on fashion
and society

Love Thyself

Actress **Raima Sen**
talks about the need
to embrace self-love
and body positivity

Monsoon Weddings:

**Our Style Guide for
The Ethereal Bride**
A look at bridal trends
for the monsoon

Recycling for The Future

A look at the rise of
clothing recycling

Couturetree Apparel

Summer Somewhere is a women's clothing brand that is an ode to the girl in pursuit of an endless summer.

Text | Bindu Gopal Rao

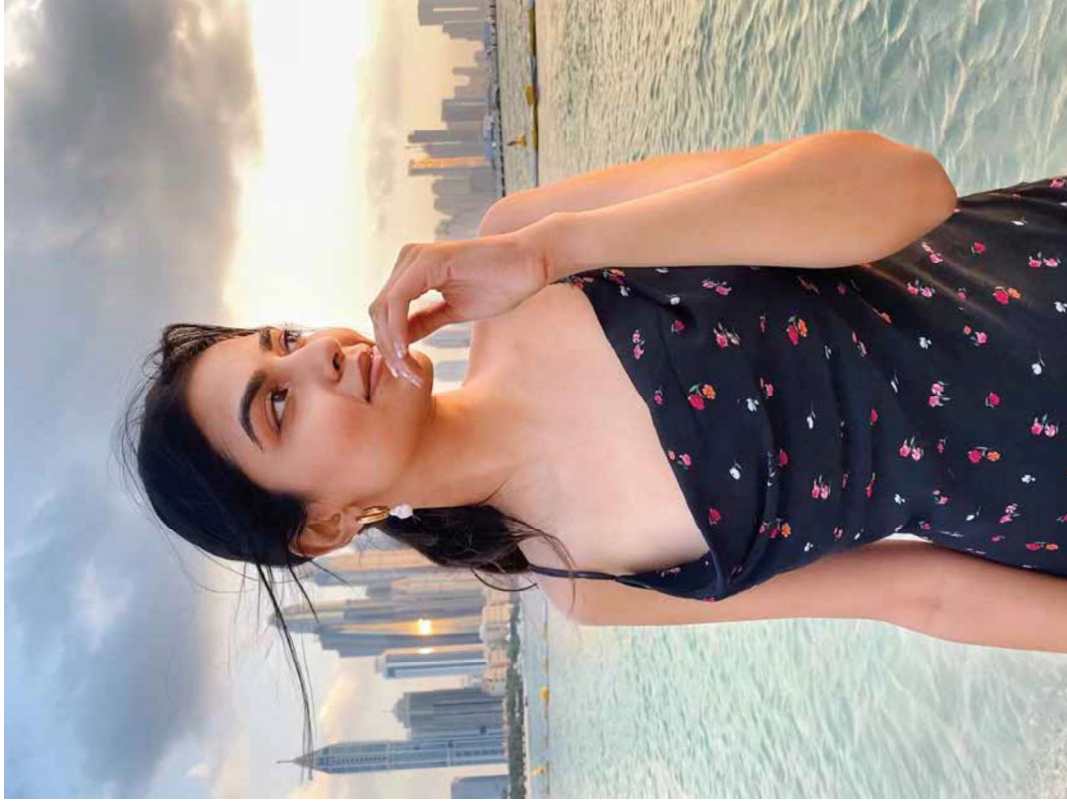
Clothes that are free-spirited, support a conscious lifestyle, and are extremely wearable and trendy — well, all this and more is what makes up the clothing line of the brand Summer Somewhere, whose collection of breezy dresses, lightweight tops and co-ord sets in romantic prints and soft pastels captures the essence of a vacation.

HOLIDAY SPIRIT

At Summer Somewhere, clothes are designed to bring alive the holiday vibe and capture the warmth of the sun's rays and coolness of the sea breeze. Handmade in Mumbai, the clothes use local fabrics that are sourced from ethical vendors. Founder Meghna Goyal explains, "I am a summer girl through and through. It is my perpetual state of mind (and by extension, of our clothes as well), which is where the name

comes from. I am also the kind of person who takes a lot of pictures of inspiring details; this could be cool coffee art or the mosaic tiles in an old palace or curios in a flea market. I am always making mood boards, which sets the direction for every collection."

After her graduation in Integrated Marketing from New York University, Meghna went on to join Clear (M&C Saatchi) as a brand strategist in New York. "A big part of me loves to consume information when travelling, especially when it comes to people and their wardrobes. I was lucky to live in New York which further shaped my design sensibility. It is the easiest city to fall in love with," says Goyal. Moving back to India, alongside Summer Somewhere, Meghna also leads the design strategy for her family-run business, Salt Lake Shirts Pvt. Ltd., which has been in the garment export business for over 40 years.



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INSPIRED LIVING

Interestingly, Goyal decided to start Summer Somewhere as she realised that there wasn't a clothing brand in India that was catering to vacation wear that was trendy, affordable and timeless. Talking about the purpose behind starting the line, she says, "We all shop when we are on holiday, but we also do shop before a trip to put together a specific wardrobe. And that's where the idea for the brand came from. At the same time, it was very important to me that the clothes be versatile and trans-seasonal. It had to have repeat value and the ability to transition into your everyday wardrobe after the trip. So, Summer Somewhere marries my love for travel and fashion."

DO THE NEW

The brand's new collection called 'A Sandy Dream Come True' is inspired by sandy landscapes and is so dreamy that you can almost feel the sand between your toes. The colour palette is inspired from desert lights and canyons and their earthy tones. Luscious reds, rust and yellows are peppered with subtle hints of pink, lilac and white. This new collection features popular favourites such as baggy pants and bralettes in a range of colours, and dresses and jumpsuits with whimsical cut-outs to flaunt your sun-kissed glow. Havana pants and Tulum shorts can be paired with beautifully tailored tie tops, while mini and midi dresses simply add a graceful flounce.

"We have two types of drops that we release every couple of months. One is our collection of feminine pieces — dresses and co-ords. You will spot a lot of slip dresses, ditsy florals, and thigh-high slits. Our most recent pieces take after the colours of the canyons and the deserts. The other is our knitwear range. These are our lower-priced items of tees, tanks, and sweatshirts. We release limited styles over the year, as opposed to seasonal collections. We launch new styles once every 2.5 to 3 months," says Goyal.



high-quality clothes that are trendy as well as timeless, Goyal's personal style is also very easy-going. "You will notice that it is the overall vibe of Summer Somewhere too, which is a reflection of my personal style," she says.

Being eco-friendly, the brand uses azo-free dyes and inks that are GOTS-certified. "To me, being sustainable and ethical is not a differentiator anymore but instead is a requirement. At Summer Somewhere, we only use fabrics with natural fibres. So, when the items are washed, there are no microplastics that are released in the environment or even when discarded — the items are 100 percent biodegradable," says Goyal. The collection is available to shop at www.summersomewhereshop.com and the brand ships all over the world.

THE USP

High-quality clothes that are trendy as well as timeless is how Goyal describes the brand's unique selling proposition. "This is a prêt label that is specifically designed for those seeking to complete their wardrobe before a trip as compared to others in the market. We think hard about how our pieces can work in a holiday setting, such as for those sunset cruises, poolside drinks or brunch at a beach bar. But we also think about how they will translate into off-duty looks once you're finally back home, too. We want our shoppers to get maximum wears out of their buys. We're looking to evoke a feeling — that of nostalgic summer adventures. It is about how our clothes make you feel and the good times they remind you of," says Goyal.

During the peak of the lockdown, they went months with a zero net revenue. "Being a new business (launched just months before the COVID-19 outbreak), it was extremely disheartening, but we didn't give up and kept our marketing activities ongoing vs. pulling back. And once the economy started to open up, we saw a spike in sales which also restored our faith in the product," adds Goyal.

Another thing that makes the brand stand out, says Goyal, is that they really listen to what the consumer wants — what consumers like and don't like. "We use that feedback to carefully shape our products, styles and even content. For example, we learned from the first drop that the people responded better to prints than solids. We also often do Instagram polls and email campaigns to understand what styles they prefer before we design the next range of products," signs off Goyal. ■

