

A Times of India publication

Europe's No. 1 Style Magazine

GRAZIA

Easy Chic

Volume 13 Issue 5
August 2020

LOOK INSIDE
*Homes of the
Future*



Kartik Aaryan
THE ONE
MAN SHOW



GRAZIA YOUNG
FASHION AWARDS
2020

In Your Backyard:
**Homegrown
brands we ♥**



From the EDITOR'S DESK

Part of the process of making conscious choices in our daily consumption pattern is also supporting small businesses, specially those that are homegrown, and that need our unstinting support during a particularly difficult economic phase. Which is why, in this issue, we're shining the spotlight on all the emerging local labels that need to be on your radar – from fashion and accessory brands to beauty and Ayurveda, and everything from homegrown cheese, chocolate, coffee and hot sauce to brands offering virtual interior solutions.

Identifying young talent and providing them with a stage to showcase their work is something that the GYFA (Grazia Young Fashion Awards) platform has been doing for a decade. This month,

we present our 10th edition of GYFA, and our line-up once again showcases creators who strive above the ordinary with their cut and craft. A big thank you to our industry experts who've continued to offer their invaluable advice to us over the years.

It makes perfect sense then to feature a talented young man like Kartik Aaryan on our cover, who's worked his way up with relatable performances, and continues to keep it real by engaging his audience with socially relevant conversations while living out the lockdown.

Stay safe,

Mehernaaz

OUR GYFA PANEL

APARNA BADLANI

A microbiologist by education, Aparna Badlani started her career in fashion as a summer trainee, learning various aspects of apparel merchandising at a women's formal wear brand called 'Barcode'. This was in the year 1999, and it was then that she realized the career path she wanted to pave for herself. In the year 2007, she launched her own Multi designer store under the name 'Zoya', retailing designer clothes and accessories, followed by her second store in April 2011, 'Atosa'.



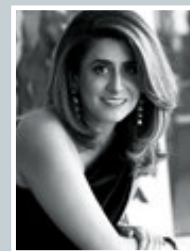
SABINA CHOPRA



While her calling has been that of a special education teacher, Sabina Chopra is the fashion insider; design mentor and consultant that every debutant designer hopes to encounter. Chopra, better known as Sabyasachi's strongest ally in the fashion industry, once

worked as the Indian designer's business partner in Mumbai. Later, she continued to be a mentor to Gen Next designers at Lakme Fashion Week for several seasons.

SUJATA ASSOMULL



London born and raised Sujata Assomull was the founding editor in chief of Harper's Bazaar India. Having worked at ELLE India, Indian Express and Verve, she also has been the communications director of Gucci, Bottega Veneta and Jimmy Choo in India. Accomplished on both sides of the fashion divide, Sujata moved to Dubai almost four years ago as the consulting Fashion Editor of the region's first English daily newspaper, Khaleej Times. Currently, Sujata contributes to the region's leading newspaper, Arab News, as well international trade digital platforms such as Business of Fashion and Vogue Business, and is the contributing editor of Vogue India.

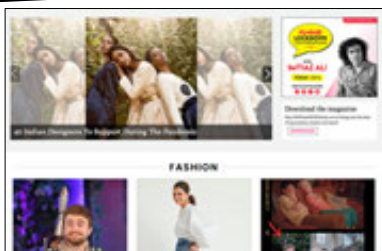
Photograph KEEGAN CRASTO



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Our website is our complementary arm, combining the best of what the magazine offers with its own flavour and take on current events around the world. Fashion news haute off the press, beauty product reviews, DIY hacks, and previews and reviews of the biggest dos around the country – we've got it all covered in easy reads.



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The national edition of GRAZIA Indian Edition is not for sale outside India

Printed and published by Joji Varghese for and on behalf of Worldwide Media Private Limited, The Times of India Building, Dr DN Road, Fort, Mumbai 400 001 and printed at Rajhans Enterprises, 134, 4th Main Road, Industrial Town, Rajajinagar, Bangalore 560 044

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The Corporate Identification Number (CIN) of WMM is: U22120MH2003PTC142239
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FASHION
AWARDS
2020

Europe's No 1 Style Magazine

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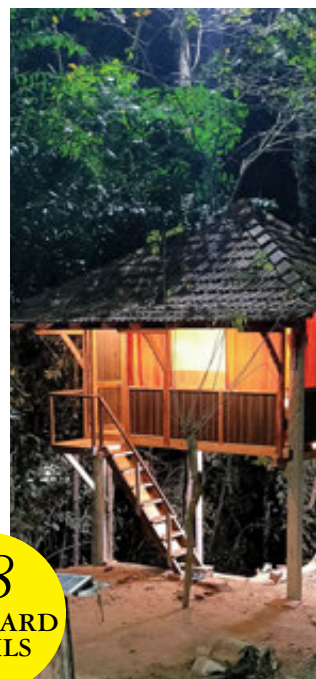
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- 10 10 HOT STORIES**
This month, we're highlighting fashion's response to virtual fashion weeks, drooling over some of the best homegrown artisanal cheeses, and focusing our attention on the updated boho free spirit this season, and more.

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We're giving these labels the boost they deserve.

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FASHION CHARTS

Your best buys in stores right now

1

MIRROR WORK SHORTS,
ASHISH, PRICE ON REQUEST

Eclectic, kitschy and bold – this pair of shorts is a conversation starter, whether worn out on a grocery run or for game night at home with friends. We'll be wearing ours with an oversized borrowed-from-the-boys white shirt. What about you?



5

CHARM NECKLACE,
ZARIIN, ₹ 2,379

From your colleagues sending you puppy videos via DM or your BFF delivering cake to your doorstep – right now, it's the little things that matter. Sometimes, even putting on a tiny trinket can make you smile, and our vote goes to a charm style. Spruce up your WFH look with this + a swipe of your fave red lipstick – that should do the trick.



3

MAXI DRESS,
RAHUL MISHRA,
PRICE ON REQUEST

We've found a dress that's floaty, light and airy enough to withstand the humidity, but is also bound to lift your spirits thanks to its delicate embroidery and boho vibe.



4

'NANI BUCKET'
BAG, SABYASACHI
ACCESSORIES,
₹ 69,500

This has been a time of reflection and looking back at the good old days. Reminiscing about his grandmother's handbag, and Kolkata, in the mid-80s, Sabyasachi pays homage to the humble *potli* style.



2

TAILORED BLOUSE AND
TROUSERS, BOTH BODICE,
PRICE ON REQUEST

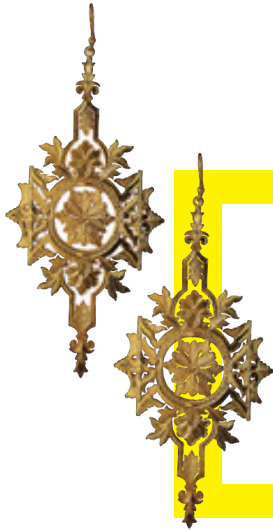
If you subscribe to a 'less is more' philosophy when it comes to clothing, Bodice is the brand for you. Whether worn together or solo, these modern, minimal pieces are perfect for Zoom calls and for your re-entry into normal life alike.



6

'SITARA' EARRINGS,
EINA AHLUWALIA, ₹ 10,250

When you want to make an event of small victories in lockdown, look no further. From celebrating finally changing out of PJs before noon to completing your daily task list, this is the perfect add-on.



7

SATIN LINEN
SCRUNCHIE,
JODI, ₹ 420

For good and bad hair days alike, a fun, printed scrunchie is guaranteed to elevate your look, and mood.



10

STRIPED
TROUSERS,
GLOBAL DESI,
₹ 3,499

This is an ideal piece to help you transition back into 9-to-5 life as you break away from your sweatpant slumber. Pair with a cool button-down blouse and vintage buckle belt for maximum impact.



8

HANDSPUN COTTON
JACKET, II.II,
₹ 14,900

There's nothing like a soft, tailored piece to lift you out of a rainy day-induced slump. It works great, for now, over your basic Tee when you have surprise video meetings, and will also work wonders in the after-life with a pair of high-waist trousers.



9

BLOCK HEEL MULES,
THE CAI STORE
₹ 2,499

Finish off your at-home #OOTD with a pair of hand-painted block heels instead of your everyday flip flops for a cool laid-back look.



BEAUTY CHARTS

Skincare and make-up on our radar right now

1

NOURISH MANTRA VEDIC ELIXIR 8 IN 1 REJUVENATING FACIAL OIL, ₹ 3,500

This facial oil packs a punch with a genius mix of sea buckthorn, hemp seed and moringa oils, which are known for their antioxidant and soothing properties. Bonus points for being super weightless.



2

SUGAR MATTE AS HELL CRAYON LIPSTICK, ₹ 799 EACH

These 12 new shades come with a richly pigmented formula and a comfortable matte finish. Plus, they're totally vegan, cruelty and paraben-free. Think of it as a little something to liven up your look for those Zoom meetings.



3

GLOBAL BEAUTY SECRETS TURKISH RHASSOUL CLAY SOAP, ₹ 500

We're moving back to bathing bars ever since we realised that they're a more eco-friendly alternative than liquid soaps. This one in particular detoxifies, moisturises and even reduces oiliness.



4



COLORBAR MY GO-TO PARTNER, ₹ 750

It's basically three products in one – a make-up remover, everyday cleanser and a skin softener. The balm-oil-milk vegan and paraben-free formula gently removes all traces of dirt and make-up from your skin, without leaving it dry, stretchy or irritated.

LAKMÉ BLUSH & GLOW SHEET MASK, ₹ 100 EACH

Time to fuel your sheet mask obsession – these are rich with fruit-infused serums that refresh and hydrate your skin in 15 minutes. Not bad for a quick pick-me-up.

5





IS STRESS AFFECTING YOUR SLEEP?

De-Stress and indulge in beauty sleep with this essential and magic mineral.

Leads an active and healthy lifestyle goes hand in hand with giving your body enough rest and relaxation post any physical session. In these times of the ongoing pandemic, being at home has become the new normal for most of us. However, as we continue our daily activities including working from home, while dealing with the uncertainties of the present and future, stress levels are increasing. Good sleep and de-stressing is the need of the hour in the current crisis that we face.

So, beat the blues away with a little help from this magic mineral - Magnesium. Magnesium is a key and fundamental mineral that plays a vital role in several functions across the body. Not many know that Magnesium is also known as the anti-stress mineral. It controls nerve and muscle functions and is most commonly found in dark-green vegetables like broccoli, or legumes, nuts and fish.

However, a poor diet can lead to a magnesium deficiency resulting in excessive weakness, fatigue, poor sleep and nausea. Magnesium is also responsible for over 300 enzymatic reactions in the body and is crucial in maintaining bone health, muscle contraction, and improves brain function.

Another important mineral

to lead a healthier life is Zinc. It has many beneficial properties and is crucial for healing wounds, boosting the immune system function and maintaining bones. It also plays a role in the growth and division of cells.

Both Zinc and Magnesium are two of the seven essential

minerals needed by our body. A Magnesium and Zinc deficiency can directly lead to fatigue and energy loss and a prolonged deficiency over a period of time can also cause insomnia, cramps and spasms, migraine, headaches, depression, anxiousness and nervousness and digestive issues. Thus, combining a healthy well balanced diet with Magnesium supplements can do wonders for sleep, anxiety and stress levels.

Fast&Up Magnesium is a refreshing Lime & Lemon flavoured formula designed to ease muscle cramps, spasms, fatigue, stress and exhaustion by restoring and promoting healthy magnesium and zinc levels in the body. Formulated with effervescent technology, Fast&Up Magnesium offers maximum absorption, bioavailability, convenience and compliance with 300 mg elemental magnesium and 10 mg Zinc. This supplement activates the enzymes in the body, which are needed to combat physical and mental exhaustion. Fast&Up Magnesium is made in India and is 100% vegetarian and vegan friendly.

Another reason why Fast&Up Magnesium is your best friend is specially during those dreaded period cramps! Fast&Up Magnesium helps to not only improve overall energy levels but also ease muscle cramps and spasms associated with lower magnesium levels in the body. So, add this fast-acting daily magnesium supplement to your day and fight fatigue, stress and energy loss.

Drop one tablet of Fast&Up Magnesium in 250 ml of water before bedtime, wait for it to completely dissolve and drink!

So keep calm and get some rest. Fast&Up Magnesium can help you fight stress.

Fast&Up is available on www.fastandup.in & leading platforms such Amazon, Flipkart & Nykaa.



Nutritionist Pooja Makhija

10 HOT STORIES

EVERYONE'S BEEN TALKING ABOUT

TARUN TAHILIANI



TARUN TAHILIANI



HAVE YOU RSVPed?

1

Navigating fashion weeks during the pandemic has led to the emergence of innovative formats, with creativity at an all-time high

Words **MEHERNAAZ DHONDY**

Fashion weeks and fashion shows have seen much upheaval in their current format in the past couple of months given the obvious constraints of social and physical distancing. While most chose to go virtual or 'phygital' (as they like to term it), the one certain thing is that most brands have upped their game to elevate the experience of viewing their collections.

While the palpable energy and emotions that generally run high with a fashion show

were missing at the recently held shows by the Federation de la Haute Couture et de la Mode or Paris Couture Week, most brands whipped up pre-recorded videos and live streaming over the three-day schedule. Dior presented a film, titled 'Le Mythe Dior', featuring virtuoso miniature couture creations, where each of these 37 tiny silhouettes came to life in a 15-minute video directed for the house by Italian filmmaker Matteo Garrone. Chanel, headed by creative director Virginie Viard, took a much simpler route with a punk-inspired studio shoot, while Balmain pulled out all the stops with a physical show, #BalmainSurSeine, onboard a barge cruising down the river Seine in Paris that was live-streamed on TikTok, replete with a dance and music performance by French singer Yseult. Rahul Mishra, the only Indian designer on schedule, presented his second couture collection, but it was a first in terms of a digital medium. "Earlier, I used to be a purist about these things. I used to feel that the physical shows, with their multi-

DIOR



CHANEL FALL/WINTER 20/21 HAUTE COUTURE / MIKAEL JANSON



VALENTINO/ DIRECTED BY @NICK_KNIGHT



TARUN TAHILIANI



RAHUL MISHRA



sensory experience and immersive set-ups, were the ideal way of presenting a collection. But I must say, it was quite a unique experience to showcase digitally. Almost the same amount of work and stress went into and, well, there was a level of nervousness that surfaced right before the live stream," says the designer. Did he constantly keep comparing the two disparate mediums? "So to compare, I feel that only 10 seconds of a garment fleeting past you on the catwalk can effectively be replaced with these multidimensional fashion films that can zoom-in to all the details the designer wants to showcase – but, temporarily. The online showcases have allowed us to compensate for the backstage conversations with journalists, and have given us the liberty to reimagine the way we tell our story."

With the recently concluded digital fashion weeks in Paris and Milan, a number of design houses have opted for limited viewing shows



BALMAIN

SHANE

GUCCI/MARK PECKMEZIAN



BALMAIN

13E

FRANCESCA

GUCCI/MARK PECKMEZIAN



RAHUL MISHRA




DIOR

as well – Dolce & Gabbana presented their S/S 2021 menswear line to a small gathering at Milan's Humanitas University, while Jaquemus created yet another visually stunning runway, this time amid lavender fields in Provence that gave way to rustic wheat fields on the outskirts of Paris. Though limited in terms of the size of the audience in attendance and the collection, it's apparent the seating chart allowed for physical distancing norms to be maintained. Special props to Loewe's unconventional 'show in a box', where Jonathan Anderson innovatively and literally packaged a show experience with lookbooks printed on paper blocks, sample fabrics, downloadable patterns and a portable cardboard record player into a box, and to the Gucci Epilogue show that invited audiences to follow a 12-hour live stream, which included a BTS look into its campaign shoot and a visual narrative feature. Miuccia Prada's last collection for her eponymous brand (as Raf Simons takes over) sought the creatives of five photographers to visualise and present her Cruise and menswear S/S 20 collections. And finally, Valentino's closing show of couture season, 'Of Grace and Light', featured a hybrid event – a digital dialogue followed by a presentation at Rome's Cinecittà Studios, all of which was live-streamed.

As August/September's RTW season approaches, it's clear that brands are hoping for a regular fashion format to make a comeback, with the Covid-19 pandemic playing in small measure in the background coupled with limitations like scaled-down costs and minimal physical attendance. Talking about Lakmé Fashion Week, which generally kicks off in August, Jaspreet Chandok, head of lifestyle businesses, IMG Reliance, says that one of the learnings from the few digital events that we've seen so far is that the focus by brands has been towards content creation and not necessarily towards amplification. "Fashion week is a platform that conceptually remains a strong choice as it traverses both B2B and B2C sales. There will be changes made to structures with more openness to experimentation, use of technology and new formats of showcasing emerging," he says, "The physical fashion week can't be replaced, it will make a return as soon as the environment allows it to". LFW also plans to launch a 'virtual showroom' to support designers and artisans, which will function as a virtual marketplace for the business of fashion to proceed unhindered. It also has plans to select and mentor their next NextGen batch of designers virtually.

Last month, designer Tarun Tahiliani also decided to showcase his A/W 20 line, a culmination of his vision over the last 25 years, via an Instagram format. "Life must go on, business must go on and ideas must be generated and re-generated. Our digital showcase was our attempt to bring people the excitement, escape and the joy of creativity," says Tahiliani. "The big upside to a virtual showcase is that besides the reduced stock that

will be available in stores, most of the garments will be made by order, which essentially means that customers will be getting couture services at ready-to-wear price points. We reduce the risk of store samples being tried on by multiple people; this is a considered decision bearing in mind the safety of our customers and limiting our exposure to anything untoward." While Tahiliani says that the experience of a live show is immersive with a scintillating buzz, he is of the opinion that an imposing set, elaborate lighting, multiple models, and theatrics all contribute hugely to a spectacle that can never be replicated digitally, "In today's world, replete with augmented reality, nothing quite compares to the sheer joy of seeing fashion in a 'live' format." Besides Tahiliani and Mishra, several young names like jewellery designer Roma Narsinghani are showcasing digitally at Helsinki Fashion Week. Narsinghani has partnered with 3D artist Adhiraj Singh to create Indian digital models for an innovative form of storytelling.

Street style has been on an extended hiatus, FROWs are on furlough, extravagance has taken a backseat while mindfulness has enveloped most brands and design houses to act responsibly with sustainability in focus, but perhaps the most dramatic turnaround that has taken place is that the exclusivity that the shows offered to their closed-door audiences has made way for complete inclusivity as far as watching shows is concerned; well, at least for now. Mishra sums it up, by saying: "While this kind of storytelling is effective and shall continue to be relevant even when brands aren't dependent on it, the fantasy of a fashion show may return in some capacity. It is human nature to want to walk into a room and become it, to be moved by the life a model wearing a designer's clothes, and the way a set tells a story to a person present within it." 

Work Up A Sweat

From HIIT to yoga, here's the future-proof workout gear you should invest in, even if you're doing it in your living room

STRETCHERY

Founded by childhood friends Nirali Mehta and Jeenie Madan, who wanted to foray into sustainable athletic attire, the duo source their textiles from Chetna Organic, a factory that practices fair trade and uses eco-friendly dyes to make long-lasting and allergy-free clothing for men and women.

Have you finally been coaxed into becoming a workout junkie during the lockdown? Whether you're a pro or a fitness rookie, here are the homegrown fitness labels you should have on your radar. Too often, in a bout of motivation, we find ourselves investing in perfectly engineered sports bras from Nike, or a cute pair of leggings from Adidas. You name it, and we've probably bought it while browsing online, late at night with a beverage in hand. But we've found a bunch of homegrown labels that you'll love that won't even break the bank.

KICA ACTIVE

The brainchild of Aneesha Labroo, who confesses that a fixation on fitness prompted her to address the need for stylish yet functional activewear clothing in India, the label offers hard-to-miss sporty separates featuring risqué cut-outs, mesh and statement stripes.

SATVA

The label partners with Suminter India Organics®, an environment and socially conscious organic cotton production corporation in India, to produce super-sturdy, soft and sustainable active wear. The two companies educate and support rural farming communities in India, while not compromising on style either.

PROYOG

Proyog fuses Indian styles with tried-and-tested western staples, perfect for the modern yogi. It developed the HYPERBREATH™ fabric, which is organic, super soft and absorbent. The fabrics have better stretch and recovery than regular cotton elastane, while the yoga mats are biodegradable and anti-microbial. **16**

YOGA ESSENTIALS

The brand makes sustainable and biodegradable mats. So, if you're looking to invest in workout gear for your home, this is where you could begin. It really helps that the mats come in cute prints and not just monotonous colours.



A\$AP Rocky



Riz Ahmed



Timothée Chalamet



Justin Bieber



Harry Styles



John Mayer

ONE OF THE BOYS

Borrowing from the men has been a silent rule of fashion, but we're urging you to ditch fail-safe androgyny and seek inspiration from these unlikely subjects

This unanticipated period of hibernation has prompted many things in our lives – most of us have plunged into new hobbies by exploring our creative alter-egos. And when it comes to personal style, there probably seems to be a subconscious metamorphosis taking place. We're assessing comfort in a whole new way, questioning what our wardrobes will look like when we emerge from quarantine while also pondering about what truly feels effortless and, most importantly, *us*. And while we spend more time cooped up with our brothers, boyfriends, fathers or significant others, there couldn't be a better time to raid their closets. But, we're not talking about swiping off a regular flannel shirt or a pair of baggy jeans.

The tropes of gender fluidity are swiftly evolving, all bolstered by celebrity and popular culture. What was once considered effeminate or feminine is viewed as the contrary and old-fashioned definitions of machismo and masculinity are fast fading. Case in point: Harry Styles. There probably is never enough that can be said about the musician who has single-handedly pioneered trends – we're talking cropped tops, pearls, grandpa sweater vests and lots of crochet. Here, he balances out a pair of floor-trailing, high-waist trousers with a structured over-shirt (cue in the perfect grocery run outfit). Then there's Timothée Chalamet who gives #WFH style a whole new meaning dressed in a wispy silk shirt and acid wash jeans by Stella McCartney along with Travis

Scott x Nike SB Dunk low kicks. The 24-year-old actor has earned some major street-cred for his strikingly original style, and now there's an entire Instagram account named @readytimmywear that's breaking down his every look for you.

The new normal has even brought out a fresh side in Justin Bieber. The singer, who's known for his 'hobo' style comprising sweatpants and hoodies, recently stepped out looking dapper in a vibrant red cubano shirt paired with matching red trousers. Don't we all love a good 'dad shirt'? Speaking of matchy-matchy, credit is due to rapper A\$AP Rocky who's transformed the very nature of hip-hop clothing by steering away from the predictable oversized jersey and sweatshirt to establish a niche of his own. Here, he is pictured in a multi-coloured paisley print co-ord set from Loewe, paired with Vans Old Skool sneakers. The underrated contender in the most stylish section is definitely Riz Ahmed, a regular on the FROW. The actor's take on minimalism and monochrome is probably the palette cleanser we didn't know we needed. But, the discourse about male sartorial influence is incomplete without taking notes from John Mayer. A true clotheshorse, the musician has the innate aptitude to pull off everything from streetwear, pepto pink, to our personal favourite – his enviable collection of printed kimonos, forging a covetable 'monk-meets-hype' aesthetic. So, maybe redefine your inner tom boy, steal your grandma's pearls and don't be afraid to rock a head-to-toe print. Girls do it better, after all. **LI**



HOME STRETCH

With travel bans in place, we're exploring local creameries to get our fix



There was a time in the country when words like brie, camembert, mascarpone, burrata and robiola were a little more than exotic foreign words, and the only cheese we enjoyed was a solid chunk of pale yellow with an oily consistency, often served wedged between desolate-looking, thin slices of white bread, slathered with butter and peppered generously with green chillis and often served alongside copious amounts of tomato ketchup. Over the years, our palates have evolved and we've moved a fair distance from mass produced blocks of processed cheddar to gourmet soft and hard cheeses – that we'd usually buy on our travels and, subsequently, hoard and use sparingly till our next trip abroad. With the coronavirus pandemic altering our holiday plans, shopping patterns, and even eating habits – it has forced us to look closer home and embrace all things homegrown. We're spending more time than usual in our own kitchens, where we've slowly learnt to DIY most of our favourites with local ingredients. So now, our fanciful cravings are met by fromageries in the country that have blended fine ingredients and fresh milk to craft accessible, small-batch



artisanal cheeses that hold their own against their European counterparts.

FOR THE LOVE OF CHEESE

While one might attribute the rise of indigenous creameries to the lack of quality alternatives available in the market coupled with the need to bridge that gap, for some it's been more of a passion project.

"It was never our plan to start a creamery, or to make cheese professionally. I had been homebrewing beers for a while and decided to pair the homebrews with cheeses, and soon realised that imported cheeses were not of the best quality. And by the time it suffered the cold chain, what arrived wasn't in the best condition. Since I



You may not have made it to Italy this summer, but you can still have the freshest burrata at home, during lockdown

was already brewing I decided to experiment with cheese-making as well. In 2014, a friend forced me to participate in a food show, and our cheeses were a big hit – we had grossly underestimated how the Indian palate would appreciate cheeses like brie and camembert, which can range from creamy and buttery to quite strong. Also, there was a huge market gap between imported special varieties, with no alternative. We had a business opportunity overnight that we then decide to pursue out of pure passion," says Prateeksh Mehra of The Spotted Cow Fromagerie, whose MVPs include their brie, camembert and truffle brie.

Mansi Jasani of The Cheese Collective – who apart from making fresh cheese also curates cheese from different cheesemakers in the country – conducts cheese appreciation and pairing workshops, in addition to making customised cheese platters and gift baskets, shares, "My inclination towards cheese grew steadily during my time in New York, when I would frequent Murray's Cheese – a haven for turophiles like me. From attending a cheese bootcamp to an internship with Murray's Cheese, and finally a course at the Vermont Institute of Artisan

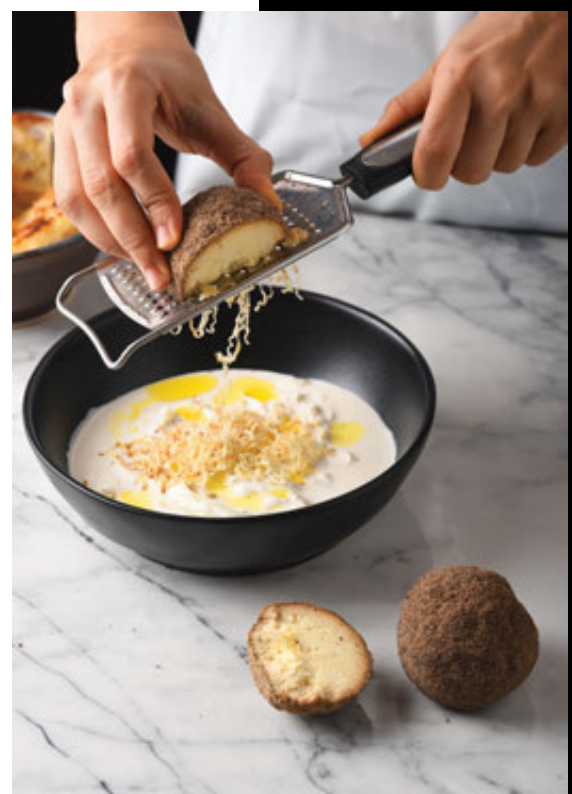
Cheese, I decided to move back to India to spread the 'cheese love'. But the real struggle began after I moved back to Mumbai. The unreliable logistics, the humidity, and the lack of good, clean milk proved to be the biggest hurdles. Also, educating people about cheese was a task in itself. Working at a grassroots level with dairy farmers was a humbling and new experience for me. Fast forward to 2020 and thanks to Covid-19, the whole game has changed. Although people are more excited to try new cheeses and cook with it, we haven't been able to organise live cheese tastings and workshops. So, we decided to host a virtual cheese tasting where the cheeses were pre-ordered and delivered in time for the virtual tasting."

Having launched their direct-to-consumer segment during the lockdown, Eleftheria Cheese boasts of a Italian caseificio (creamery) set-up, where they make European



cheese ageing space and would age 30-40 wheels of cheese at a given time. I eventually quit my job and plunged into cheese-making full time. I opened my micro creamery in 2015 with the intention of making fresh (honest) preservative-free, artisanal cheeses and started supplying to the HORECA (Hotel-Restaurant-Catering) segment in 2016. You need top quality milk to make great cheese, so before we started we tied up with my now dairy farm partner and got farm fresh, antibiotic-free milk delivered to our creamery daily to make our cheeses," adds Mausam Narang of Eleftheria Cheese.

As the lockdown has halted several



Fancy a portion of brie for your Saturday game night on Zoom? Thankfully it's just one Whatsapp message away.

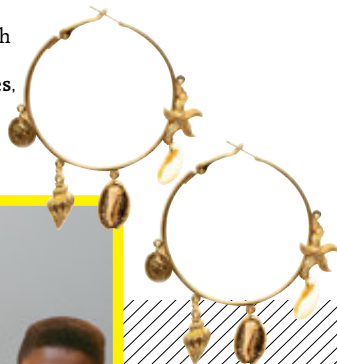


cheese classics (12, to be exact), including burrata, halloumi, belpier knolle, and have also recently launched handcrafted cultured butters from farm fresh cream – where almost everything is handmade. "I missed eating and cooking with good quality artisanal cheese after I returned from the UK in 2012. So, I started making cheese as a hobby. It quickly turned into an obsession and I soon began making cheese every weekend. I also converted my room into a

operations and called for the shuttering of restaurants, these creameries have come to the rescue – some by launching a direct to consumer segment via Whatsapp, others through virtual cooking classes and tastings, plus selling via major local delivery portals.

Now that we've discovered the wonders of crumb-fried camembert, salty haloumi, chèvre infused with herbs and several other variations of handcrafted, artisanal cheeses, regular ol' store-bought, processed cheese just doesn't make the cut anymore. **U**

Hoop earrings with
charm detail,
Ayesha Accessories,
₹ 679



Foil print shirt dress,
Dhruv Kapoor,
₹ 22,500



TORY BURCH



MISSONI

BOHEMIAN LIKE YOU

5



Suede belt,
Fendi,
price on request

Mixed prints and crafty detailing define the updated boho free spirit this season

As part of a fashion revolution in the 60s, the 'New Bohemia' trend that emerged then was bold, exotic and had hippie, psychedelic characteristics. Cut to 2020, the trend has taken on a laid-back but luxe vibe. Mismatched prints and subtle crafty accents take on a more modern edge in earthy hues and OTM silhouettes like floaty dresses, oversized shirts and fashion's It girls' favourite – bike shorts. The trick to nail this trend is by pairing varied muted prints worn generously with stacked jewels.

Printed midi dress,
Sahil Kochhar,
₹ 19,999



Zari corded necklace,
Anavila,
price on request



Beaded sling bag,
American Eagle,
₹ 1,999



Mirror work bike shorts,
Ashish, ₹ 36,470 approx



'Della Cavalleria Favolosa'
silk twill scarf, Hermès,
price on request



'Peepers' faux leather
mules, Banjaaran,
₹ 12,000

ETRO



Fashion Stylist GARVIKA KHANNA



Having a tremendously strong foothold in the clothing industry, Sahiba has entered the space of designer fashion retail under the label 'Saundh.' With a new approach to fashion, the seeds of Saundh bring with it lingering scents of freshness, colours, and textures of the latest trends.

G: According to you, what's an underrated fashion trend that more people should follow?

DS: As the post-pandemic situation settles, the focus will be on relaxed dressing, effectively bringing back the concept of the 'house dress'. Originally



designed as a functional dress for doing household chores, this can easily be adapted for the work from home situation we find ourselves in today. Loud fashion will make way for rooted trends. As a result, the house dress would make for the perfect laidback look which is comfortable yet stylish.



EARTHY ENSEMBLE

Authentic, raw and rooted, these collections from Saundh are for the modern Indian woman

The woman of today doesn't believe in labels. She is both urban and ethnic – she is herself. Authenticity is at the heart of luxury everyday wear brand, Saundh. Its five collections, namely, Behruk, Katha, Raag, Nargis, and Haya, are inspired from different elements of India's rich heritage, and represent a unique style and element that resonates with the modern woman. We sat down with Divya Saluja, the label's Creative Director & Co-Founder, to find out more.

GRAZIA: What was the inspiration behind the name 'Saundh' and how does it represent the brand's vision?

DIVYA SALUJA: Nothing beats the raw magic woven by the first spell of rain. The freshness of air, exuberance of the surrounding hues, and the smell of wet earth – saundh. It kindles the imagination and reminds us of our unlimited potential. Even our logotype is a simple abstraction of the emergence of saundh. It is evoked by imbibing the rains to strengthen our roots of tradition, soaking the goodness of the soil, and then rising up towards the skies filled with

unlimited possibilities. Just like the freshness of the dew drops, Saundh's collection is fresh and different.

G: The modern Indian woman's style quotient is both urban and ethnic. How did you blend these two opposing forces in your collections?

DS: Our aim is to breathe in the beauty of tradition while constantly evolving and capturing the sensibilities of a global woman. While our styles and silhouettes remain uptrend and contemporary, our selection of

textiles and embellishments represent our love for the Indian heritage.

G: In the face of Covid-19 and its aftermath, it's never been more important to shop local. Tell us about how Saundh seeks to promote Indian heritage.

DS: Being local has been our mantra since day one. Indian textiles form the inspiration for many of our collections. Saundh, as a brand, stems from our love for textiles and our vision to create a global label, inspired by India.

G: How do you find a balance between being unique and having commercial appeal?

DS: The legacy of Saundh is intertwined with Sahiba Ltd., its 35-year-old parent company.





COMING TOGETHER

Anavila Misra on why a seamless co-creation with the artisanal clusters of India is necessary

They say everything in life comes full circle; and, the same holds true for fashion. However, I would not say that we have gone through a change, but have simply come back to where we belong. India and its textiles are world-renowned for its finesse, artistry, and sustainability. For a long time now, our domestic consumption of homegrown textiles was limited to collectible and heritage pieces, or heirlooms and cultural textiles. The Indian market has long been under the influence of Western fashion and, hence, experimenting with our own textiles to create modern, contemporary fashion for the Indian market was limited. But this past decade has seen a strong shift towards looking inwards – both in design sensibility and expression. There is an addictive excitement around all that is handmade across the craft belts of India, with artisans taking centre stage – a positive change.

The challenges that this ecosystem faces, remain. It is interesting to understand the changing nature of villages and rural India. But sometimes, it may not be for the better. For example, a closer look at the artisan population across most clusters reveals a dire problem: Artisans are finding it difficult to convince their next generation to continue with this art, owing to a number of reasons, chief among them being the lure of seemingly lucrative jobs in the cities.

In my almost nine years of working with Indian textiles and rural clusters, I can safely add that the sight of a rural *haat* (marketplace) excites me the most. You see beauty in all its forms, with the artisans and local entrepreneurs putting their

best foot forward with a pool of limited resources. Across villages in the country, individuals work around a social system of self-sufficiency. They are known for their skills, and hence their occupation. The relationship is symbiotic. Farmers grow food grains, vegetables and raw materials, like cotton. The spinners spin, weavers weave, potters make pots, and the traders trade, thereby sustaining their ecosystem. So, when designers and creators enter this ecosystem, it is imperative that we spend time and invest ourselves in understanding these dynamics.

When I was working on the 'Mohenjodaro' collection (A/W) 2014, which sought inspiration from the earthy tones, bronze tools and town layouts of the Indus Valley Civilisation, the craft clusters at Bhuj became an integral part of the process. To recreate the essence of the times, we worked with potters, blacksmiths, and printers in the same vicinity. The motifs of the civilisation



It is important now to resurrect craft-based livelihoods



Misra has modernised the weave with the help of close to 200 weavers from West Bengal



were our inspiration, and the whole collection came together beautifully. The point I am trying to make here is that apart from co-creation, our clusters have given us the opportunity to create a value chain utilising both human skills and natural resources available there.

In the past, the artisans and weavers of India flourished under the patronage of rulers and kings. However, the times have changed. Our aim now is to create an ecosystem that has the ability to consistently provide economic value for the product, the artisan, and the co-creator or designer with the support of the government through various developmental schemes, incentives and engagement in clusters blended with an important interventionist role of the co-creator. There is a huge opportunity here. If Italian fashion houses, or brands from small provinces can create a world-class product, both in quality and design, this can be a realistic possibility in our country too. **LI**



PIU SLEEPWEAR

A riot of colours, a plethora of prints, flattering cuts, and a whole lot of fun: Piu aims not just to make itself the go-to nightwear label, but is also looking to redefine the idea and notion of sleepwear. Launched in 2012, Piu was built, and continues to build, on the fact that one doesn't just sleep in nightwear but also wakes up in it. With varied prints and silhouettes, it aims to cater to the sensibilities of its customers. The concept of sleepwear is to provide fit and comfort, with just a hint of glamour. For Piu, the journey has just begun, and every single day is a new challenge, but as long as women sleep in style, it's worth the effort.

www.piusnooze.com

Y&G CREATIONS

Label Y&G Creations is helmed by a mother-daughter duo who teamed up to create a bright and eclectic collection of accessories and apparels as well as wedding



trousseau. Their love for Indian techniques and hand embroidery has helped them create a mark for themselves in the industry. The new collection has an Indian edge and handmade touch that is waning in an increasingly mass produced market, even in these unprecedented times. The brand has catered to 100+ clients worldwide and is now creating a whole new path for the years to come.



IN THE SPOTLIGHT

Homegrown labels that deserve your attention



SRUTI JINDAL

Inspired by the free-spirited, bohemian lifestyle of living between cultures and embracing others outside of our own tribe, Sruti Jindal's pieces are designed to awaken wonder and adventure. The designer embodies this spirit by integrating fashion between two cultures. With a focus on feminine and playful silhouettes using organic fabrics, each sustainable collection encompasses the Indian tradition with a nod to global fashion.



TANN-ED

Devised with a union of thought among three of its founding members, the brand was instituted in 2019 with a focus on modern essentials and accessories. Originated with the notion of pure craftsmanship; conceived with the intention of savoir-faire; sustained with the idea of consistency; and invented with a belief to revolutionise – Tann-ed strives to utilise local efforts and craftsmanship. All bags and accessories are made with Indian leather, employing modern techniques and ensuring zero wastage.

PICCHIKA BY URVASHI SETHI

An Indian designer label that has become synonymous with hand-painted florals and a unique style of Indian gota embroidery enhancement, Picchika was born out of a curiosity to understand feminine grace, and explore the subtle shades of beauty. Since its inception, the brand's been known for its calming colours, timeless silhouettes and hand-painted botanicals by the fine artists of Jaipur, making each and every garment unique.



Rivington Street, New York,
photograph by Scott Schuman

As fashion weeks go digital, pressing pause on the widely anticipated phenomenon of dressing up and being photographed at shows, will street style return to its authentic form in the times to come?



In 2013, fashion critic Suzy Menkes wrote a piece for *The New York Times*, titled 'The Circus of Fashion'. In an advent that marked the ascent of bloggers, preening in their pre-planned outfits outside of shows, she spoke about a distinctive transition from the days when fashion week was once an exclusive event, front-rowed by editors dressed in their uniform of black – wares from Japanese designers Yohji Yamamoto and Rei Kawakubo – into a new dawn of 'peacocking', where a parade of influencers and even young editors, dressed in showy head-to-toe designer looks, soaking in the adulation giddily, as flocks of photographers tailed them outside the venues.



Paris Fashion Week



Harajuku style in Switzerland,
photograph by Yvan Rodic

In an era when almost everything can be documented on phones with technologically advanced cameras, coupled with the infinite scope of social media, Menkes highlighted the outset of a cultural shift that defines the zeitgeist today. Fashion week began to possess a dual purpose – for designers, it was to introduce collections on the catwalk and for influencers to flaunt looks outside

– through multiple outfit changes a day, shuffled walks out of chauffeur-driven cars, and perfectly blow-dried heads hunched over their iPhones. In its true essence, however, before street style earned the moniker that it has today, it was actually about clothes worn on the streets by regular people who were running errands or on their way to work. They dressed as a means of self-expression, mostly for themselves, and not with an aim to be photographed or to be made visible to an Instagram audience.

Scott Schuman, a fashion photographer who founded the blog *The Sartorialist* in 2005, began capturing people on the streets of New York years before it became a seasoned ritual at fashion week, "According to me, the term 'street style' was highjacked by a bunch of lazy photographers who started taking pictures at fashion week. Back in the day, before influencers took over the scene, I used to frequently photograph a lot of stylists. They genuinely loved fashion and had an inherent ability to put unique outfits together. Unfortunately, people now dress in full designer looks without adding a personal take to it, while the photographers taking their pictures don't believe in editing or maintaining a certain taste level," he shares.



Lower East Side, New York
photograph by Scott Schuman



A carnival in Rio de Janeiro
photograph by Yvan Rodic



Italian fashion editor,
Anna Dello Russo is
infamous for changing her
outfit multiple times in a
day during fashion week



As street style gained new heights, it established not only a semi-celebrity status for influencers but also for photographers, they were specially commissioned by publications, and having a picture taken by them equated to the ultimate form of validation. Soon, the tight-knit group of editors had to rub shoulders with the posses of 'peacocks' – dressed in *fleur*, they strutted to the shows – a melee of logos and smiles.

When the Covid-19 pandemic ensued earlier this year, it resulted in most seasons being postponed, some went digital and a handful of designers opted for smaller physical presentations with select attendees, thus pressing pause on the grand ceremony of street style as we know it. As most retreated indoors, the opportunity to dress up began to diminish.


Caroline Issa, chief executive and fashion director of *Tank* magazine – who has been an industry insider and known face on the fashion circuit for years, feels optimistic about the future, "It's been fascinating to see how the street style phenomenon took off, and how it became a content machine in its self. Fashion designers have always been inspired by 'the streets' – whether underground scenes like punk or harajuku-cuteness. On the one hand, I'm personally raring to get dressed up again – my heels, my dresses, my tailored suits, they sit lovingly awaiting the day I can put them on and feel the power of what something beautiful does to our demeanour. So, while we have all been living in Birkenstocks, socks and 'comfy' clothes over the past months, there is no doubt that the specialness of things has come to the forefront. But we won't be gathering in groups on the street anymore, rushing like sheep to one show after another as I'm sure the show season will take on a very different tempo and format."

Yvan Rodic, photographer and founder of

popular blog *Facehunter*, has been travelling to myriad destinations over the world – from street dance festivals in Rio de Janeiro to the celebration of Ganguar in Jaipur, he has been chronicling cultural style in its true form. For him, it's time street style veered away being a "performative red-carpet bubble" into something with a deeper meaning, "The overlapping of climate change, a pandemic, a major economic crisis and a global anti-racist movement will definitely shift the conversation from appearance to essence. People will not stop caring about the way they dress; being cute is not enough anymore. The paradigm of fast fashion and

showing off on social media with a new look everyday will become more controversial. I can see a growing interest in becoming more sustainable, meaningful and political."

Laura Antonia Jordan, fashion news and features director at *Grazia* UK, hopes this quiet time will make street style more personal, "Away from the noise of other people's style and taste, lockdown has made many of us reassess our individual style and reconnect with what we actually like. Street style is now a huge part of the industry, but it would be nice to see something less contrived."

While Instagram continues to act as a platform to display OOTDs, the ongoing pandemic has certainly affected our shopping habits, nudging most of us to look inward. Dressing up has and will always be a constant mood booster, but maybe with a new headspace we will be more discerning consumers and audiences. While a marked change is yet to be witnessed, we have definitely entered a dawn of the new normal where individuality will be more imperative. Recently, Schuman photographed a resident New Yorker on her bicycle with her mask around her neck, "This girl was beautifully dressed in vibrant colours even though she was on her way to the meat market when I asked her for a picture. It was all about her personality; some people are innately cool, they're always dressed like this, irrespective of the occasion." 



JOKES ASIDE

*Why we need
to stand up to
cyber bullying*



Karunesh Talwar

Social media is as real as it is fake. There are people flexing a lifestyle they can't actually afford, hawking brands they don't believe in, manipulating your perception of them by creating an image that may or may not be authentic. There are men whose talent involves having a friend who lets them use their car to shoot videos in and knowing a LOT of cuss words and, remarkably, a few other words. There are also brands offering you discounts on something you just told your friend you wanted to buy an hour ago. That will never stop freaking me out.

Apart from all this, there is propaganda and fake news being presented online as fact. There are trolls who will attack you no matter what you do because of their own unresolved issues. This is what I mean when I say the world of social media is fake and toxic, and that's why a lot of healthy people try to periodically abstain from it.

But for influencers, YouTubers and the like, it's very, *very* real. I don't consider myself a YouTuber; I'm a stand-up comedian who uses YouTube to put out stand-up videos maybe twice or thrice a year, which helps sell tickets to live shows. And that's our actual business. Some part of our lives is on social media, and for me, it's already taken on more importance than I'm comfortable with.

As a performer, when you do that, it amplifies the voice of every critic you've ever had. You will ignore a sea of compliments, hundreds and thousands of good things that people may have said, and lock in on the few people that criticise you. Some of

them will say things that are particularly nasty, upsetting, and vile. They will play on your insecurities, amplify your smallest mistakes, and try to make you feel tiny. Because they feel tiny. Maybe your relative success feels unjust to them because of their circumstances. It might even be that underneath the vitriol, there is a grain of constructive criticism. Either way, when it's abusive, it bothers you and you'd do well to stay away from it altogether.

POWER OF REACH

Comedians, influencers, and artists with a following are relatively privileged in India. In the face of cyber bullying, we have the power of our reach, which enables us to reach out people who are threatening us, attract the attention of the authorities towards them, and make sure punitive action is taken. Mind you, I'm in no way trivialising what public figures go through in terms of cyber bullying. What's even more bleak is the fact that we're still very fortunate compared to the average person online.

When you don't have a following, or a certain amount of reach and you become the victim of targeted harassment online, there's precious little you can do. You could definitely resort to legal action, but is that investment of time and money something you can afford? Is the mental turmoil going to compound your feelings of anxiety and fear? If someone bullies you online or threatens you, they need to be investigated. It needs to be considered an offence. If you try to report them, nine times out of ten, the

platform will suggest you just block them. Or the algorithm will go through the content and find nothing objectionable with it, even if it's a rape/death threat. As long as people are able to hide behind anonymous accounts and dump their toxicity on others, people will continue to get exploited online.

I don't think we should be able to have anonymous social media accounts anymore. We should have to use our names and faces, so that we can't just abuse people like cowards. I don't think this will end cyber bullying completely, but it might just reduce it significantly.

TAKE RESPONSIBILITY

Social media platforms, more often than not, continue to ignore all kinds of vile behaviour. They need to be proactive and have systems in place that ban accounts for behaving abusively.

Also, there's a difference between using abusive language and behaving abusively with someone. The former is okay, and the latter absolutely isn't. And I'm not entirely sure that an algorithm can tell the difference. We can only hope that social media platforms are able to effectively filter abuse going forward.

What we can do is this – when someone tries to bully someone else online, we have to report it, we must apply as much pressure as possible so that some kind of punitive action is taken. And the next time any of you feel like debasing someone online, cussing at them, giving them a piece of your mind because you didn't like their opinions or their content, ask yourself this – would you even say 20 per cent of all of this to the person if they were standing right in front of you? ■

(Karunesh Talwar is a 27-year-old stand-up comedian from Mumbai.)

A decade ago, when Parmesh Shahani, senior TED Fellow, Yale World Fellow and founder of an experimental cultural institution, India Culture Lab, asked Nisaba Godrej, the CEO and managing director of Godrej Consumer Products Ltd., if the company had queer-friendly policies in place, her immediate response was: "Can you amend them for us?"

"This is when I started having a dialogue with corporate stakeholders," recalls Shahani. Over the last few years, one of India's oldest business houses has become one of the most inclusive workplaces in the country. From introducing same-sex spousal benefits to extending financial support to employees for gender affirmation surgery, the Godrej Group has pioneered a new approach to diversity.

Drawing from these experiences, Shahani's new book, *Queeristan: LGBTQ Inclusion in the Indian Workplace*, is a deeply personal account of his journey in India's corporate sector, while also serving as a manifesto on how to effectively build inclusive workspaces. In the next few years, Shahani hopes to create a "more equal normal" in the "new normal". Here are the excerpts from a freewheeling chat with Shahani:

GRAZIA: Your last book, *Gay Bombay* (2008), was ethnographic. What inspired you to write a book on business practices?

PARMESH SHAHANI: There is a connecting thread between *Gay Bombay* and *Queeristan*. Both books reflect on my personal experiences, and are based on memoirs.



Parmesh Shahani

Gay Bombay spotlights my own journey as a gay man, discovering the internet, finding a community, and researching their dreams, hopes, and aspirations. *Queeristan* takes off where *Gay Bombay* ended. It segues into my career as a corporate professional at the Godrej Group, where I've spent the last decade. There were a few reasons that guided my decision to write the book: The first was my own journey in the corporate world, entering Godrej as an outsider and making it one of the most LGBTQIA+ inclusive companies. I believe if one company can implement change, so can the others. The second was the response we received at the India Culture Lab after we released *A Manifesto for Trans Inclusion at Workplace*, which was co-authored by Culture Lab colleague Nayanika Nambiar in 2018. And finally, I felt it was important for heterosexual individuals and queer folk to know about the success stories of many different queer people.

G: What approach did you adopt to ensure adequate representation across the LGBTQIA+ spectrum?

PS: The book has an entire chapter on privilege, in which I quote people who have inspired my thinking. For instance, Divya Kandukuri of Blue Dawn, a mental health care support group for Bahujans, once said something that stayed with me: "One of the ways you can make use of the privilege you have is by passing on the mic to amplify others' voices, or use your position to spotlight underrepresented groups."

The book is about imagining an equal, intersectional, and plural society. I want readers to understand that queerness isn't limited to metropolitan cities, or to cisgender folk.

G: Why was it important to touch upon queer history within the legal framework in an Indian context for a business book?

PS: The book is addressed to a diverse

A RAINBOW FUTURE

This new book champions a queer-inclusive workplace

audience, which includes straight people who wouldn't necessarily be familiar with queer individuals and LGBTQIA+ folk, and who probably aren't well-versed with their own history. I wanted to give them an overview by talking about laws and history differently. For instance, I have mentioned many lesser-known cases apart from Section 377 of the Indian Penal Code, and have discussed the impact of The Transgender Persons (Protection of Rights) Act, 2019. Similarly, when it comes to LGBTQIA+ history, mythological literature is known to us. While that is one way of tracing our past, I wanted to look at texts, literature and oral history, so I visited Queer Archive for Memory Reflection and Activism (QAMRA) in Bengaluru as well as the oral history archive of the Counsel Club, which is run by Pawn Dhall, in Kolkata. I believe the kind of histories we are familiar with are also contingent on class, caste, and power and I wanted to question that.

G: How did you go about framing business case studies and an inclusion guide?

PS: In an ideal world, where 4-10 per cent of the population is queer, we shouldn't require case studies to prove why LGBTQIA+ employees need to be treated equally. I haven't come across data that mentions companies having benefitted by being discriminatory, hence it's advantageous to be queer-friendly.

Regarding the case studies, my experience in corporate boardrooms and observing how stakeholders argue in business settings helped me lay down a step-by-step guide for inclusion. I have made a watertight case that embraces diversity and how being inclusive increases profitability, fosters innovation, retains talent and increases the general brand value of any company. ■

(*Queeristan* is being published by Westland Publications)



SWITCH UP

10

The look made famous by Instagram has few takers in 2020



The vintage lo-fi aesthetic made famous by Ariana Grande

Every day when I scroll through my Instagram feed, I come across stories and pictures of friends, family and classmates as well as some random people I've probably met just one time. While I enjoy Instagram and view it as a helpful resource for entertainment and connecting with friends, it has recently become clear to me that the aesthetic it promotes clearly doesn't resonate anymore. And it's not just with me – friends and colleagues alike believe that the 'Instagram Aesthetic', comprising bright walls, beautifully arranged lattes and avocado toast, and millennial pink everything in a staged, colour-corrected, glossy-looking manner, feels contrived. Over the years, these picture-perfect visuals that have played to this aesthetic have performed remarkably well on the platform, that it soon became synonymous with it.

No one has banked on this look's popularity more than influencers. But like every other trend with a shelf life, perfectly arranged macaroons and pink everything

have now been relegated to the past. Niharika Pande, strategic partner manager at Instagram, India says: "Instagram is where people freely express themselves and connect with those they love. That's been consistent right from the start. But as content and creativity evolves, so has the platform. Each of our varied surfaces today – Feed, Stories, Live, IGTV and Reels – serve a unique purpose, which collectively and cohesively enable expression. While we continue to be a place where people share picture-perfect moments, we're also one where people share their everyday 'behind-the-scenes'. Users are making longform, episodic content, and then there are those who use the short format to entertain you. There's no one-size-fits-all, but we do advise people on Instagram to be real, authentic and to have a unique voice."

Twenty-five-year-old Mumbai resident and corporate lawyer Sameer Fatterpekar rejects the notion of a curated feed and is instead in favour of a messier and more unfiltered vibe. "I really don't care about making my Instagram feed look perfect. I'm actually a big fan of Huji Cam, which makes your images look as if they were taken with an old-school throwaway camera. A lot of my friends prefer adding grain to their photos. It's a big thing now, and Ariana Grande has sort of pioneered that look," he says, adding that he's not afraid to over-post, and that if he likes an image, he just posts it.

When chef Saransh Goila (who's famous for his butter chicken) started using



An example of the popular 'Instagram Look'

Instagram, his approach was to fit the best possible street food or recipe picture into a box, but he still remembers that the caption would hold the key for that picture to be relevant, liked or shared. "From that era, I've seen Instagram evolve into a more interactive, video-forward platform that still believes in an artist truly sharing his thoughts or work and engaging with his community, but in a more immersive way. A lot of my content has evolved in that direction in the last three years with IGTV, Stories, and now Reels. All these different formats help me explore various sides of my personality. Whether it's life with my cats that's fun to share on Reels or recipe videos on IGTV, or my life learnings in a carousel post, it all stitches together to share a big chunk of my life on Instagram."

As the ideal Instagram aesthetic shifts, brands are also using the platform in more creative, modern ways. Beauty brands share a mix of memes, natural-looking close-ups, and even a video of a sloth. Because now, it all boils down to relatable imagery, and the pink wall and avocado toast are just not what Gen Z stops at anymore. **LI**

Gen Z folk are ditching pink for a more messier grain





COFFEE CRUSH

Your skin needs its caffeine fix too

If anyone's told you to quit your caffeine addiction of late, don't listen to them; Strong, black, hot, iced – no matter how you like it, fewer things are more wondrous than that first cup of the day to get you going. You'll be happy to know that apart from jolting your senses, coffee can give you the best skin ever. Yes, you read that right – your favourite beverage is revered for its skincare benefits for literally every part of the body. And that's not all – it fights cellulite, depuffs the skin and irons out wrinkles.

When you break it down to an

ingredient, coffee is packed with antioxidants, and has unparalleled anti-inflammatory benefits. It helps in fighting free radical damage, soothe puffiness and even reduce redness. Keeping this in mind, India's first caffeine-based skincare brand mCaffeine, has launched a complete range of original coffee-infused personal care products that harness all the benefits of this ingredient for literally every part of the body.

Starting off with the obvious, coffee's exfoliation powers are put to use in mCaffeine's Naked & Raw coffee Body Scrub. Made with pure Arabica coffee, this helps slough away dead skin and blackheads while deep cleansing your pores. Plus, massaging your body with this anti-inflammatory product also helps in flushing out toxins and fighting cellulite. The Naked & Raw Under Eye Cream is also effective in easing the appearance of dark circles and releasing puffiness and hydrating the delicate under eye area. mCaffeine's entire coffee range, comprising of everything from face masks to scrubs, body polishing oils and more, is aimed at giving you these benefits for the entire body, leaving you with smooth, soft and well-nourished skin. The best part: The destressing coffee fragrance of this range is much-loved by all those who try it and, all the product are SLS and paraben free, and fully made in India. Using coffee regularly has been known to significantly improve the quality and appearance of skin, so give it a go and add this brand on your beauty shelf, stat.



Get your caffeine fix at www.mCaffeine.com

[f](#) [i](#) [t](#) @mcaffeineofficial

Kartik calling Kartik

Stardom may not have changed his life overnight, but Kartik Aaryan's rise to the top has begun, and there's no stopping him now

Words **RADHIKA AGRAWAL**



We all know a guy in our friend circle who takes pride in delivering Kartik Aaryan's breathless monologue

from *Pyaar Ka PUNCHnama*. It's not very often that an outsider's debut film gains cult-like status in Bollywood, but that's the effect his performance had on today's generation. "Luv sir didn't try to make a newcomer into a big hero. The relatability factor was high because he wanted me to play a regular guy," says Aaryan, a few minutes into our telephonic conversation for the August cover story. Through their first film, he and director Luv Ranjan established a bond that would later manifest in hits such as *Pyaar Ka PUNCHnama 2* and *Sonu Ke Titu Ki Sweeti*. In fact, Ranjan is known for casting his OG gang in almost all his films, perhaps an indication of a friendship built on the shared experience of being outsiders in an otherwise exclusive industry.

THE BOY NEXT DOOR

Through his characters in movies such as *Akaash Vani*, *Luka Chuppi*, and *Love Aaj Kal*, Aaryan has perfected the portrayal of the boy next door. The anxiety and fear of being typecast, however, is not weighing heavily on his mind. "I believe that relatable characters can never be typecast," he says. But that's not to say that he can't pull off a completely different avatar. The moustache man from *Patni Patni Aur Woh*, Chintu Tyagi, is testament to the fact that

the audience enjoys watching him, regardless of which character he's playing. "To be honest, even if I was given the role of 'the boy next door' for the rest of my life, I'd be happy," he says.

But the future has something else in store for the country's favourite 'lover boy'. Two of his upcoming films, *Bhool Bhulaiyaa 2* and *Dostana 2*, are sequels to blockbuster hits from the previous decade. And both the projects allow him to explore and showcase a new facet of his on-screen personality. The original *Bhool Bhulaiyaa*, which starred Akshay Kumar, Vidya Balan and Shiney Ahuja, was the first psychological thriller in India to take the horror-comedy route. Apart from the tight screenplay, the film owes its success to Kumar's impeccable comic timing. To carry on the legacy of his performance must come with a decent amount of pressure, right? "I feel like there's already so much expectation, even before the film's release. That makes my job a lot easier," he says. Aaryan is also grateful that he's in good hands, with a well-written script and a director he believes in. Having directed films like *Hulchul*, *Welcome*, and *Singh is Kinng*, filmmaker Anees Bazmee is undoubtedly a great resource to have in Aaryan's corner.

After pairing up with Sara Ali Khan in *Love Aaj Kal* and Ananya Pandey in *Patni Patni Aur Woh*, Aaryan is set to be seen with another GenNext actor in *Dostana 2* – Janhvi Kapoor. While there's not much he can reveal about the movie yet, he does talk about his experience »

"To be honest, even if I was given the role of 'the boy next door' for the rest of my life, I'd be happy"



“Right now is the best time to be an actor. There are so many amazing opportunities that I often get FOMO for not being able to bag them”



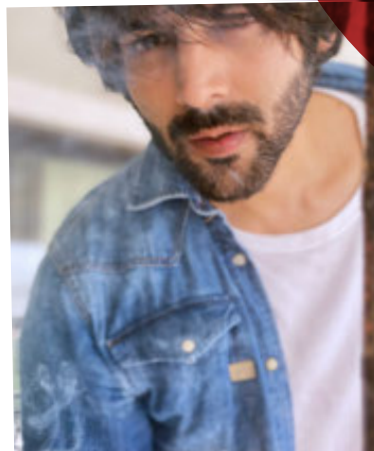
working with the debuting director, Collin D'Cunha. "The way he moves in and out of the script while navigating all the characters is absolutely brilliant," he says. Both the films, which would've been out in theatres had it not been for Covid-19, will resume shooting once normalcy is restored.

ACTING FROM HOME

For Aaryan, the lockdown has been less of a full-stop and more of a comma. While things have slowed down on the filming front, he has opened up new avenues for himself from the safety of his home. One such project is his new talk show, *Koki Poochega*, where the actor puts on the interviewer cap to chat with celebrities, journalists, and the superheroes leading the battle against Covid-19. "With every episode, it feels like a new film of mine has released – such is the support and appreciation," he says. While many celebrities have taken to social media to spread awareness about the pandemic, no one has quite done it in such a dedicated, innovative and entertaining manner. We're not talking about an odd IG post with a mask or a 30-second performance in a fundraising concert – this is a proper digital show that requires hard work, a team of content creators, and of course, his loyal fan base of 444k subscribers on YouTube. "I'm glad that people are listening to me and accepting my socially relevant conversations as well," he says.

Apart from being insanely productive, the actor has also utilised this time to unwind with his family. A blessing in disguise, this isolation period has allowed him to revisit his pre-stardom days. He's also made it a point to catch up on all the content doing the rounds on OTT platforms, where newcomers are stealing the limelight day in and day out. On being asked if it's easier for outsiders to enter the industry than it was for him ten years ago, he says, "Right now is the best time to be an actor. There are so many amazing opportunities that I often get FOMO for not being able to bag them," he laughs.

Being indoors has fuelled conversations about careers and futures all over the world. Where does Aaryan see himself in ten years, now that he has 'made it' in Bollywood? "I don't know how to plan ten minutes in advance...ten years is a long time. Where do you think I'll be?" he spins the question around and throws it at me, no doubt a lesson he's learnt from his newfound role as an interviewer. If you ask me, like he did, here's what I think lies in store for Kartik Aaryan: A long career of movies that spread laughter and warmth, a personality that becomes a household name, and perhaps, another sequel to *Pyaar Ka PUNCHnama*, where he plays the dad to three wayward boys in love. **LI**



DOWNLOAD YOUR FAVOURITE MAGAZINES FOR FREE!

Stay Indoors. Stay Safe.



NEXT GEN legacy

Words **TANYA MEHTA, RADHIKA AGRAWAL,
OJAS KOLVANKAR & BARRY RODGERS**

During this unprecedented time, it is important that we need to shift our energy and focus on unity, encouragement, and support of one another. So, we're shining the spotlight on local brands and organisations that are doing great work, are eco-conscious, and have winning business models to boot. Go on, show these enterprises a little bit of light in these dark times

JUNAILI

Nestled in the fruit belt of the Kumaon Himalayas is Rautakhet village, which is home to Junaili – a personal care brand. The region is known for its indigenous orchards of plums, peaches, apples and, most importantly the apricot. The fruit is known to have multi-faceted benefits: The oil and meal extracted from its kernel is used by the elderly for relief from arthritic and joint pain. Newborn babies are massaged with it for strength and vitality. It is the only known *pabadi* cure for dry eczema; is a natural source of Omega-6 and 9; and, is rich in vitamins A and E, which does wonders for the hair and skin. This proved to be the backbone for Anshuman Sen, who founded an apothecary in a bid to create high-quality products – offering rose face mists, apricot scrubs and lavender oils. “We are a small-batch, family-owned business. Our process begins with foraging the wild apricot sustainably and employing the best cold-press technology available with minimum carbon footprint. We buy the foraged seeds of the fruit directly from the farmers, thus providing them additional income and, in turn, supporting a community.” The apothecary has spent over two years perfecting the cold press process via a Japanese-style oil expeller, providing holistic products that are effective and affordable.



Anshuman Sen

BROWNSALT

Chef Divya Advani started Brownsalt at the age of 20. Combining her love for baking with an aim to create better breakfast options apart from the ordinary bowl of cornflakes, she explored the formerly Western concept of granola. “People now are very aware of what they consume, where it comes from, who makes it, and how. Gourmet brands like ours are born out of this curiosity of conscious customers. Our brand is local, fresh and flavourful; our products contain no preservatives or chemicals and are made from all-natural ingredients,” she shares.

Through the brand, Advani aims to buck the misconceived notions of ‘healthy food tastes bad’ by introducing granola, which is nutritious but also makes for a delicious, indulgent snack. The brand offers a gamut of flavours – Nutella and hazelnut, banana bread as well as rose and pistachio to appeal to multiple palates.



Divya Advani

PAUL AND MIKE

Piedmont hazelnuts, Bulgarian rose oil and Sichuan pepper – probably not the first flavours that come to your mind when envisioning a humble bar of chocolate. But, that's what encapsulates the essence of Paul and Mike, a chocolate brand that's anything but ordinary. Founded by Vikas Temani, the endeavour follows a unique 'farm-to-bar' concept that aims to provide craft chocolate in a distinctive array of unexpected options such as those infused with local fruits – *sitaphal*, *jamun*, mango as well as niche foreign ingredients. "I had travelled to Latin America while conducting my research on fine flavour cocoa and chocolate when I met two farmers – Paul and Mike. They were exceedingly generous in sharing their knowledge about cocoa farming and fermentation with us, and months later when we had to name our brand, this proved to be the perfect back story," explains Temani. Located by the Idukki and Pollachi districts in Kerala and Tamil Nadu, the brand ensures the quality of inputs from start to finish by roasting the beans perfectly and ensuring the complexity of flavour notes, all under the supervision of a certified chocolate taster. "We are primarily a 'cocoa' company. We use local cocoa beans and cocoa butter, and do not import beans from other countries. Our aim is to make high-quality chocolates accessible to the upper middle class without making our brand elitist."



Ankita Chawla



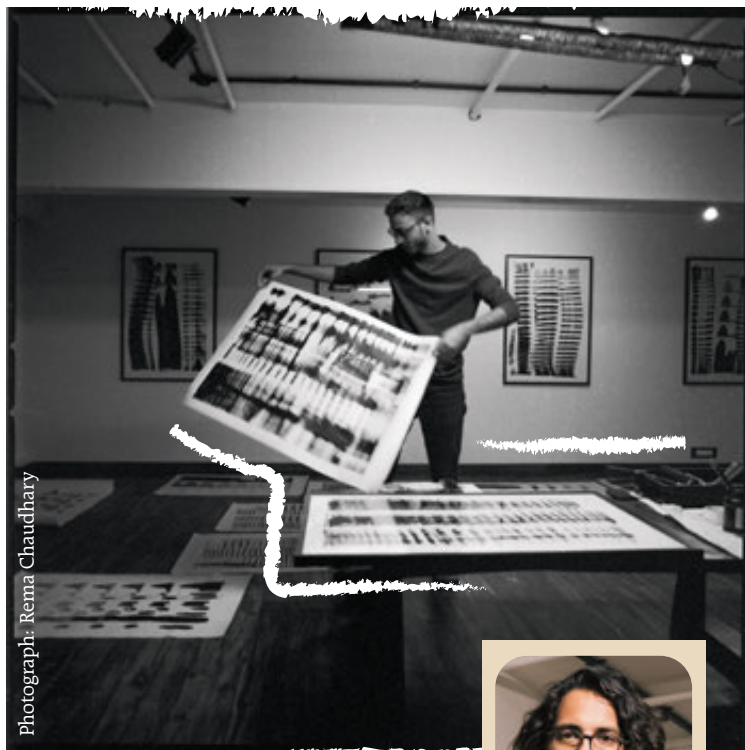
EAT-A-WHEY

We're five months into lockdown, and the bloat is real. But at a time when indulgence has become a sweet escape, how do you go about preventing deprivation from being the only solution to giving desserts a starring role rather than an insignificant cameo in your diet? Well, Eat-A-Whey's Ankita Chawla seems to know how through her brand of wholesome alternatives that will leave you feeling less guilty. From whey protein bars to low-carb keto crackers and protein cookies (aka prookies) to a gorgeous gluten-free and vegan coffee crumble cake – she whips them all up from the comfort of her own home. However, in the past year, Chawla seems to have another winner on her hands: Keto ice-creams, which will help calm those diet mood swings (if you're on one.) "There's a massive demand for keto ice-creams, mainly because there's a notable difference in the way it tastes compared to normal ice cream. I do my best to create an equally tasty product without all of the added sugar," says Chawla, who whipped up a large batch of ice-cream for actor Jacqueline Fernandez recently. And Chawla is looking to experiment with flavours in lockdown; on her wish-list: A caramelised banana and chunky monkey combo with peanut butter, chocolate and gluten-free pretzels.

METHOD ART SPACE

Tucked away in the by-lanes of Mumbai's Kala Ghoda art district, Sahil Arora, founder and curator of Method Art Space, decided to convert an old office that once housed his family business into a hybrid art space. On learning the struggles of up-and-coming artists to showcase their work in mainstream galleries, Arora created a platform dedicated to young talent. Hence, Method works with significantly younger artists who are at the early stages of their career trajectory. They are scouted via Instagram and at art schools. Further, Method aims to break away from the traditional notion of 'fine art' and expand to a diverse range of art forms – be it street, mixed media, photography or modern and contemporary art.

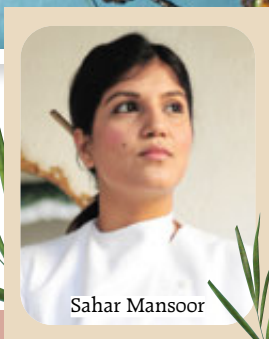
"Every exhibition we have hosted has had incredible footfalls because our programming resonates with people. Our curation focuses on subjects and themes that are relevant from a social perspective. We aim to focus on art as opposed to the commercial viability of the exhibits. Hence, the space welcomes art enthusiasts to view and experience presentations regardless of their buying intent or capacity," says Arora about his curatorial vision. Aside from this, they try to ensure adequate representation in their art practice. In the first year itself, 70 per cent of their line-up comprised female artists. However, the founder believes representation goes beyond just the gender binary, and is optimistic to extend the platform to deserving artists from other under-represented communities as well.



Photograph: Rema Chaudhary



Sahil Arora



Sahar Mansoor

Twenty-eight-year-old entrepreneur Sahar Mansoor can draw an extensive list of items from our daily lifestyle that cause environmental damage backed by accurate data and can also suggest alternatives in a jiffy. After graduating from Cambridge University in environmental economics and law, Mansoor moved to India in 2015. This is when she followed rag pickers and mapped trash, which compelled her to think of human-generated waste as not just an environmental or health hazard but also as a larger social justice issue.



BARE NECESSITIES

Drawing from these experiences, not only did Mansoor adopt a zero-waste lifestyle but also went one step further by establishing a social enterprise, Bare Necessities. The company mirrors the values of zero waste, ethical consumption, and sustainability. It aims to educate the consumer about zero-waste practices via online courses and workshops while also giving them access to eco-friendly alternatives such as organic soaps and toothbrushes, reusable straws, menstrual cups, stationery and more. "

All our products are powered by natural, bare Indian ingredients, which do not adversely impact our health or environment. We source all our raw materials ethically and ensure that our packaging is either recyclable or biodegradable. This means nothing ends up in a landfill. Finally, all these products are handcrafted by women in Karnataka," explains the founder.

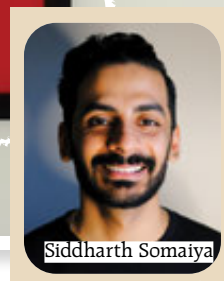
JUST HERBS

Ayurveda is an inherently Indian concept. And yet, most modern Indians don't particularly understand it, be it for medicine or self-care. "Ayurvedic beauty in our country has either been oversimplified, where it is reduced to a picture of a leaf on a label, or over-intellectualised, where it becomes so exotic that millennials can't relate to it," says Arush Chopra, CEO and co-founder of Just Herbs, a homegrown Ayurvedic skincare and make-up brand. The most interesting thing about the brand, which was created by Chopra and Megha Sabhlok, brand head and co-founder, is that it crowd-sources product development through digital channels and in-store activities. While this process comes with many challenges, it also has its unique set of benefits. At a time where the Covid-19 pandemic had businesses struggling to survive, Just Herbs launched Ayurvedic lipsticks made with ghee and sesame oil – thanks to their cult-like fan base of ingredient-conscious users. Their diverse skincare and haircare range offers everything under the sun – body butters, facial oils, hair serums, coconut oils, and more.

With clean and natural ingredients and green packaging, the brand does its bit in minimising environmental degradation and reducing waste. Today, the beauty industry has flooded consumers with a choice between millions of products. "Choosing between a product that's good for your skin and one which is safe for your health and that of the Earth is a choice you should never have to make," says Sabhlok.



Arush Chopra & Megha Sabhlok



Siddharth Somaiya

ORGANIC RIOT

Formerly an artist, Siddharth Somaiya worked in a specialty chemicals company for five years, allowing him to interact with many personal care brands around the world. Organic Riot was born out of Somaiya's realisation that 'safe skincare' in our country was a hoax. "Most problem-solving creams here have at least one hormone disruptor or carcinogen in them," he explains. In a country where the beauty industry relies heavily on consumer manipulation, his decision to offer complete transparency is worth applauding. The vegan, homegrown brand has a limited but impressive range of products for Indian skin, crafted after testing over 2,000 natural raw materials.

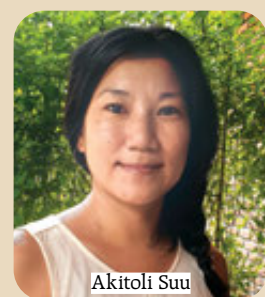
They source raw materials from all over the world – farms in regions such as New Zealand, the Amazon Rainforest, and the Konkan region of India. To warrant the potency of the oils, Organic Riot procures extracts only after gaining complete knowledge of how it has been extracted. Traceability, to Somaiya, is key. And he makes sure he does not keep this to himself. "As a conscious brand, I have come to realise that my role is to be an educator, who just happens to have these products," he says. He believes that brands that only display 'key ingredients' on their labels will soon be discarded and forgotten.

THE ANGRY MOTHER SOAP CO.

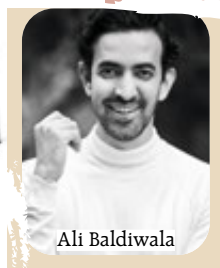
Thirty-eight-year-old nutritionist-turned-entrepreneur Akitoli Suu returned from the United States eight years ago to help her parents with their rubber plantation. While working at the farm, she grew closer to nature and embraced a sustainable lifestyle – from growing her own vegetables to using organic alternatives for everyday needs. Around the same time, her search for chemical-free and eco-friendly skincare products pushed her to make organic soaps at home. “Over time, I started experimenting with different raw materials to improve the quality, and the look and feel of the products. After receiving positive feedback and encouragement from friends and family, I took a leap of faith and started my brand in 2014,” recalls Suu.

The brand now manufactures 22 different varieties of handmade soaps that infuse locally available natural ingredients such as red clay, tomatoes, cow milk, hemp and oats with essential oils of tea tree, lemongrass, lavender and cedar wood. Further, to champion a holistic

approach towards sustainability, the brand uses recycled handmade paper for its packaging and ensures zero-environmental hazards due to its wastewater disposal. Even though Suu has a small set-up comprising one physical store in Nagaland and two full-time employees, she is optimistic about reaching out to a wider customer base through e-commerce platforms, and plans on launching her own website soon.



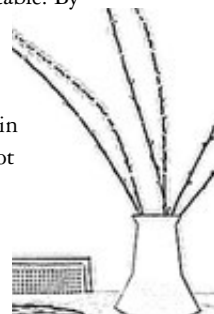
Akitoli Suu



Ali Baldiwala

BALDIWALA EDGE

As we isolate in our homes, we are becoming increasingly aware of how our interior spaces affect our mood, our ability to work and our physical comfort. And with Baldiwala Edge's (the revamped name of Baldiwala Associates by the father-son duo of Bakir and Ali Baldiwala) 'Inside the Box' offering, a virtual interior design solutions initiative started during lockdown, it is all about offering ease and accessibility. Here's how it works: The firm connects with the client online for a virtual consultation (hello, Zoom), which may or may not include sending current pictures of the space or spaces that the firm will be working with along with the client's wish-list, including which items will be added, will stay, and which ones they would like to replace. As strange as it may sound to give a tour via Zoom or FaceTime, you will likely spend part of your consultation walking the designer from room to room so they can see your home in more detail. “This component of the process is very important as it allows me to see an entire view of a home and how rooms flow into each other. It is a collaborative process. Clients share their ideas with me and ask me questions about the project and how I would approach it,” explains Ali Baldiwala, adding: “I share my thoughts, and you get a taste of what I would bring to the table. By the end of the chat, we also discuss your budget and time-frame, and I share how I can help out, given your specific goals and parameters.” The products that are finalised then arrive at your doorstep, in a box (keeping social distancing in mind.) “It's not the same as meeting in person, but that's not necessarily a bad thing,” he says.





NAAGIN SAUCE

Chillies are to the Indian cuisine what pastries are to the French. And yet, the hot sauce that every Indian household stocks up on is typically not homegrown. "India's condiment culture has traditionally revolved around pickles and chutneys, whereas the hot sauces available tend to focus on international flavours – Thai, Chinese or Western continental," says Arjun Rastogi, one of the founders of Naagin Sauce, which was launched by packaging the country's spice culture in a new avatar. Founded by Mikhel Rajani, Kshitij Neelakantan and Rastogi, Naagin Sauce has set out to create a range of sauces that are flavourful, authentic and versatile. By sourcing their chillies from the states they originate from, the brand ensures that the true flavour does not get watered down. However, competing with mass-produced sauces and American brands was not easy. With a laser focus on high-quality ingredients, stringent processes for smaller batch productions, and an innate faith in the consumer's ability to discern the difference, the brand accepted the challenge in high spirits. And through many months of research and development, long hours in the test kitchen, and as many as 73 iterations, the final product was born. While Naagin Original represents the quintessential flavours of Maharashtrian cuisine, Naagin Bhoot flaunts the fiery cuisine of North-East India via the infamous *bhut jolokia* from Assam.



Kshitij Neelakantan



Mikhel Rajani



Arjun Rastogi



Mallika Ahluwalia

THE PARTITION MUSEUM

Seven decades after the Partition, The Partition Museum in Amritsar opened its doors to a comprehensive archive of the largest human migration in history. For its CEO, curator and co-founder, Mallika Ahluwalia, this started as a personal project. She wanted to document the stories of her family members affected by the Partition as well as of the other millions like them. Given the age of Partition survivors, Ahluwalia and her team raced against time to build a historical repository of the event.

"The Partition Museum has been set up as a people's museum (a crowdsourced one). We have used people's own voices through oral histories, their personal artefacts, their letters, photographs, and documents to tell history. For instance, many galleries contain objects that refugees carried with them when they travelled across the borders. Each of these objects tells the experience of their family more poignantly and fully than any history textbook ever could," elaborates Ahluwalia. Aside from its physical presence, the museum aims to engage with larger audiences through different initiatives, be it dedicated school education programmes for students or curating pop-up editions of the museum in different cities within the country and different



Photograph: Partition Museum, Amritsar

parts of the world. Adapting to the 'new normal' and to draw the attention of millennials, the museum has been actively using social media to disseminate information through Instagram live sessions and digital collaborations with other institutions.

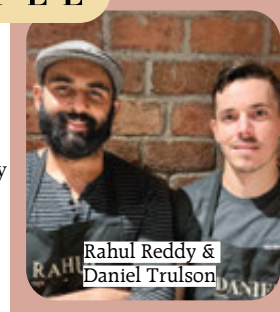
TRITON FOODWORKS

If we were to explain the word 'hydroponics', a method of growing plants without soil, to a millennial (after much soul-searching of our own), we would draw parallels with texting. In short: Hydroponics is to farming what texting is to communication. It's super-efficient, to the point, and a more effective way to get the job done. In this case, growing the same amount of food using 98 per cent less water, and absolutely zero pesticides. And it took a bunch of youngsters, a few years ago, to figure out that hydroponics is the next big thing in sustainable agriculture. Despite not having any formal training in the field, Delhi-based Ullas Samrat and Dhruv Khanna found their calling. The self-funded duo deployed their system on 1.25 acres, and have since upped their game through low cost, Internet-enabled smart farms that use 300 times less land compared to conventional farming. "It's definitely been a learning process for us. We even decided to develop our own in-house technology to reduce the cost of outsourcing it," says Samrat, adding that the one misconception about sustainable farming they've set out to bust is that it is not the same as organic farming. "Sustainable farming is an umbrella term that essentially encompasses growing food in a way that takes care of the present as well as future generations' needs. Organic farming does not take into account the amount of land used to produce the product. Sustainable agriculture, however, takes land use into account as a major factor. It includes crops grown on smaller areas in which multiple crops are often grown together." The once low-key startup made headlines at the end of the last financial year as it clocked in a turnover of ₹1 crore, with revenue streaming in from selling produce to 18 stores in Delhi-NCR under the brand ChopChop, and setting up hydroponic farms for clients (retail, institutional, restaurants, etc) and sharing their revenues. Now that's what you call a winning business model.



SUBKO COFFEE

Mumbai doesn't have a dearth of cafes, but in the cosy neighbourhood of Bandra, and housed in an old bungalow, is Subko Coffee – a specialty roastery and craft bakehouse launched by Rahul Reddy, earlier this year. With his first formal job as a barista at Starbucks, he went on to gain a hands-on experience of the trade via an apprenticeship with the coffee company City of Saints, in New York, where he acquired skills such as evaluating green coffee, profiling roasts, specialty brewing and packaging. Reddy joined hands with Daniel Trulson, an American resident of Auroville, who's regarded in culinary circles as among the premier talents in bread-making and viennoiserie in India. The venture aims to put India on the map as an unlikely yet legitimate contributor to the specialty coffee and craft baking movements. Subko roasts small batches of meticulously sourced 100 per cent Arabica coffee of different coffee fruit varieties. Reddy sources from across coffee estates and growing regions in India, identifying the minority of specialty farmers working to revolutionise coffee processing. The bakehouse further complements these endeavours, offering signature sourdough and brioche, croissants, puff pastries as well as the popular cold brew chocolate hazelnut tart. "Subko aims to infuse the rustic with the innovative, the experimental and the local, constantly thinking through colour and texture-based aesthetics that may draw in an entirely 'non-foodie' audience toward its unique products. All these efforts are executed while retaining the commitment to creating a *desi* specialty coffee culture inspired by the producers in the Indian subcontinent. We are committed to making specialty coffee less intimidating, educational, and highly personalised in nature," shares Reddy.



Photograph: Aashna Bhatija



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FOX**

SMALL BATCH CRAFT CIDER



Born in Somerville, Raised in India

At Thirsty Fox we believe in the virtue of all things natural. It goes into everything we do and love - the way we pick our apples, our botanicals, how we choose to make our cider, the kind of friends we share it with. You get the idea.

It has something to do with the way we were born, halfway around the world in Somerville, Massachusetts. The right people met at the right place at just the right time, became instant friends over a delicious cider and realised that the world needed more of these moments.

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GRAZIA YOUNG FASHION AWARDS 2020

At Grazia, we're constantly on the watch for the next big thing in fashion. And while the country is a bedrock of emerging talent, we scoured through to hand-pick the rising stars. Breaking conventions with their off-kilter designs and immersive narratives, here's a look at the young designers who are only just getting started.

Photographs **KEEGAN CRASTO**

Junior Fashion Editor **SURBHI SHUKLA**

Words **TANYA MEHTA**

There isn't a sure-shot formula for making it big in an industry that's teeming with aspirations and promise. But in our 10th edition of the Grazia Young Fashion Awards we rounded up

a crew of creators who are striving beyond the ordinary. From working with hi-tech fabrics, crafting artisanal accessories to making a mark across the expanse of social media, these are the ones you should watch out for.





On Dayana: Co-ord set, **Kshitij Jalori**; sandals, **Trèsmode**
 On Rikee: Brocade jacket, silk trousers, both **Kshitij Jalori**; sandals, **Trèsmode**



CATEGORY: *Traditionalist*

AND THE WINNER IS:
KSHITIJ JALORI

LABEL: KSHITIJ JALORI

FYI: New Delhi-based Jalori explored the gamut as he trained under the likes of Rta Kapur Chishti, a sari historian and textile scholar, Aneeth Arora of péro, and ethnic chain store, FabIndia before establishing his personal project. Inspired by art deco, architectural silhouettes and the works of Geoffrey Bawa, Jalori draws from the style of icons such as Amrita Sher-Gil and Charlotte Le Bon to create a cross-culturally tinged range of saris, dupattas and separates in lustrous, indigenous fabrics such as *masbru*, silk satin *tanchoi*, satin tissue and crepe.

DESIGN DNA: Subtle, old-worldly, luxe.

THAT'S WHAT HE SAID:

"I travel at least once a year to acquaint myself with a location. I absorb the local culture and, in turn, fuse that narrative into my creations. Innovation is key and I'm constantly experimenting with textiles. Our dupattas are woven in Varanasi using the kadhwa technique, where zari is imbued with real gold and silver. I also try and create new fabrics, like the 'pashmina brocade' shawls, where brocades are woven using pashmina yarns. I'm on a constant quest to create something absolutely new."

CATEGORY: *Instagram Influence*

AND THE WINNER IS: ISHA AHLUWALIA

LABEL: MORAL SCIENCE

FYI: Inspired by television, sci-fi and her grandmother's tales from the 90s, Ahluwalia started her label by creating one-of-a-kind garments from antique and bric-a-brac textiles, embellishing them with *ari* embroidery. She soon segued into designing workwear with a unisex but functional appeal. Preserving her inceptive aesthetic, the designer splices her garments with frills, pockets and detailing made from tablecloths, tapestries and bed linen, lending them an individualistic charm. To minimise the label's carbon footprint, the collections are created in her small atelier in Goa, where she, along with a tailor and a hand embroiderer from Kolkata's Howrah district, work in-situ on each step of the process – from start to finish.

DESIGN DNA: Playful, subversive, minimalistic.

THAT'S WHAT SHE SAID: *"Experimental proportions and forward-thinking craftsmanship characterise my designs. I use fashion as a medium of storytelling – clothing that is conceptual with a hint of irreverence."*



On Dayana: Checked jacket, trousers, both Moral Science; sneakers, Nike
On Rikee: tie-dye shirt, corduroy co-ord set, all Moral Science; sneakers, Nike



CATEGORY: *Label Alert*

AND THE WINNER IS: NIHARIKA GUPTA

LABEL: NOTEBOOK

FYI: Growing up in Noida, Gupta has fond memories of being a tomboy, a geek and often raiding her brother's closet to feed her fascination for men's clothing. Coupling her affinity for school uniforms with the requisite for comfortable garments, she launched Notebook. Gupta designs for pragmatic, sensible women who possess a unique approach to problem-solving. Her current collection, inspired by the Italy-based appliance manufacturer Smeg, features cargo trousers and pleated dresses in soothing colour-blocking, which is produced in cotton poplin and twill.

DESIGN DNA: Androgynous, functional, versatile.

THAT'S WHAT SHE SAID: *"Notebook's ideology focuses on re-engineering menswear classics and calibrating it as much as possible in terms of functionality and form for women with different body types in an academic colour palette."*

On Rikee: asymmetrical dress, Notebook; sandals, Trèsmode
On Dayana: button-down shirt, corset, cargo trousers, all Notebook; sandals, Truffle Collection

CATEGORY: Jewellery



AND THE WINNER IS:
VASUNDHARA MANTRI

LABEL: AN INTERACTION
WITH VASUNDHARA

FYI: Born and raised in the cultural milieu of Kolkata, Mantri studied jewellery design at the Gemological Institute of America, soon after which she started her eponymous label. An Interaction is a sub-brand that she launched recently with an endeavour to create wearable art. Using materials such as blown glass and metal, which come with contrasting energies yet have synchrony, the label renders columnar earrings and statement necklaces.

DESIGN DNA: Artistic, bold, powerful.

THAT'S WHAT SHE SAID:

"The brand is inspired by surreal art forms and is for an audience that is experimental. The ability to carry such a piece, to gently hold its fragility, is a marker of great strength. Each creation, thus, has its unique, predetermined purpose."



Button-down shirt, corset, both **Notebook**; hoop earring and glass ring, both **An Interaction** by Vasundhara

CATEGORY: Accessories

AND THE WINNER IS: SUDHEER RAJBHAR

LABEL: CHAMAR

FYI: A Mumbai-based artist with no formal training in design, Rajbhar collaborated with cobblers from the Dalit community to democratise design and high fashion in the form of rubber bags crafted by hereditary artisans who work with leather across India, and are referred to as 'chamars'. The aim of the brand is not only to provide employment to an ostracised section of society, but to also eliminate the associated discriminatory slur. Available in an array of colours, all the bags are unbreakable and waterproof.

DESIGN DNA: Sustainable, vegan, gender-neutral.

THAT'S WHAT HE SAID: *"Chamar is a challenge to glorify equality, to create remarkable elegance made from waste material. The brand is gender neutral and is a statement of comfort and style."*



On Rikee; midi dress, **Mati**; bucket bag, **Chamar**
On Dayana; striped co-ord set, **Mati**; tote bag, **Chamar**



CATEGORY: *Indie Cool*

AND THE WINNER IS:
CHANDRIMA AGNIHOTRI

LABEL: CHANDRIMA

FYI: As a child, Agnihotri was always fascinated by the cross-stitch, a technique frequently practiced by her mother and sister. On a recent trip to Kutch, as she explored the villages and the local crafts, she acquainted herself with the Jat community, known for creating beautiful geometric and floral patterns via the same embroidery, which subliminally formed the inspiration for her debut collection. After training under industry veteran Rohit Bal for almost seven years, the young designer launched her eponymous label, offering ornate, folkloric separates crafted in organic *kala* cotton and *chanderi*, exuding new-age bohemia.

DESIGN DNA: Handcrafted, elaborate, contemporary.

THAT'S WHAT SHE SAID: *"Our strength lies in our embroideries and the marriage of cultural folklore with global design through our interpretation. I believe in revisiting our roots to create a product that is relevant to the modern world."*

On Rikee; Embroidered dress, Chandrima; strap heels, Trèsmode
On Dayana; Embroidered shift dress, corset belt, embroidered jacket, all Chandrima; sandals, Truffle Collection





CATEGORY: *Urbanswear*

AND THE WINNER IS: AKSHAT BANSAL

LABEL: BLONI

FYI: Hailing from Hisar, Haryana, Bansal studied fashion design at the National Institute of Technology, New Delhi and Central Saint Martins in London. After successfully completing an apprenticeship at the iconic Saville Row, he trained under Tarun Tahiliani, where he honed his skills in creating couture. Inspired by unconventional visions and relevant scenarios, Bloni aims to offer modern, ethical luxury. Bansal works with Econyl, a material made from regenerated marine plastic waste, which he amalgamates with traditional weaves like *chanderi*, and tie-dye techniques to create striking, tailored silhouettes.

DESIGN DNA: Ethical, iconoclastic, transformative.

THAT'S WHAT HE SAID: *"At Bloni, we stand for a craft that meets technology. Our designs amplify the reflection of human identities that are expanding so remarkably. Our consumers are unique and conscious, while the garments we make are an extension of their personalities."*

On Dayana, Maxi dress, Metallic coat, both **Bloni**; sandals, **Truffle Collection**
On Rikee, double-breasted jacket, trousers, both **Bloni**; sandals **Trèsmode**

Make-up SONAM CHANDNA SAGAR, Hair AKSHATA HONAWAR
Fashion Intern KATHLEEN LANCELOT

CATEGORY: Red Carpet

AND THE WINNER IS:
SHIVANI AWASTY

LABEL: VIONE BY SHIVANI AWASTY

FYI: After cutting her teeth under industry powerhouses like Marchesa and John Galiano, and armed with a degree in fashion design from Central Saint Martins and a stint at the Slade School of Visual Arts in London, Awasty returned to Mumbai to launch her namesake womenswear label. She launched Vione to further explore her love for couture as an offering to the modern woman. Melding old-world glamour with femininity, the designer works with deft techniques such as laser cutting, English smocking, and macramé on luxe fabrics like silk tulle, organza, taffeta, Chantilly lace, jacquard and brocade to create ethereal gowns and dresses.

DESIGN DNA: Sophisticated, luxurious, striking.

THAT'S WHAT SHE SAID: *"While imbibing immaculate detailing with challenging cuts, I aim to make couture more accessible to the global consumer."*



On Rikee: Tiered gown; Vione; sandals, TTrèsmode
On Dayana: off-shoulder gown; Vione; Sandals, Trèsmode

CATEGORY: Sustainable

AND THE WINNER IS: NEHA KABRA

LABEL: MAATI

FYI: Drawing inspiration from her hometown, the colourful and bustling city of Udaipur, Kabra's womenswear label, Maati, borrows from local flavour and streetstyle. The Central Saint Martins graduate learned pattern-cutting under merited label Miuniku, which urged her to produce clothing that is skin-friendly, ecologically responsible, and for women of all body types. The brand practices a zero-waste policy with upcycled yarns and natural dyes, while working with artisans from all over the country.

DESIGN DNA: Earthy, minimal, affordable.

THAT'S WHAT SHE SAID: *"The fashion industry is brittle now with consumerism at its peak. I want Maati to be emblematic of quality, sustainability and a sense of timelessness."*

On Rikee: tiered dress, Mati; sneakers, adidas Originals
On Dayana: striped co-ord set, Mati, Superstar sneakers, adidas Originals





Shibori organic cambric dress, Adheera by Dipika Udhani, ₹ 4,500



Appliqué peplum blouse, Vidhi Wadhvani, ₹ 10,850

Godhadhi tote bag, The Initiative, ₹ 1,980



ROOT FOR

• HOMEGROWN •

In the wake of a global pandemic and its paralysing effects on the fashion industry, it has now become crucial, more than ever, to give homegrown brands the boost they deserve. From designer labels with minimal and utilitarian roots to creative minds building retail platforms to support traditional crafts, here's a fresh batch of Indian labels on our radar. They should be on yours, too

Fashion Stylist **GARVIKA KHANNA**



Bandhani button down silk blouse, Pot Plant, ₹ 5,000



Ajrakh trousers, Sustain by Good Earth, ₹ 10,500



Hand block printed blouse, Ilamra, ₹ 2,500

Embroidered maxi dress, Drishti & Zahabia, ₹ 17,500



CRAFT RIOT

Traditional crafts have always brought our country a sense of pride, and there is a dire need to save them from becoming extinct. These homegrown brands from small-scale brands – like The Initiative working with *kantha* and *godhadhi* embroidery to retail chains like Good Earth – are putting the expertise of the craft at the forefront. There is an abundance of ways you can support artisans at the grassroots.

'Devoid-Divide' linen blazer, Aroka, ₹ 13,250



'Whirlwind' asymmetric tencel skirt, Aroka, ₹ 12,750



Smocked skater dress and fanny pack set, Esha Sethi Thirani, ₹ 24,000



Silk organza jacket, embroidered panel trousers, both Somya Goyal, ₹ 8,000, ₹ 9,000 respectively



'Franzi' midi dress, Virshetè, ₹ 25,000

OFF THE EDGE

There's a fresh crop of innovative designers who are stepping out of the box by experimenting with recyclable materials, using pattern manipulation and varied textural treatments to create pieces that are far from ordinary and will make you stand out from the crowd.



'The Deco' midi dress, Akhl Studio, ₹ 1,07,790

'Bande' asymmetric denim skirt, Studio Rigu, ₹ 9,500



L-R: *Chanderi* silk shirt, pleated skirt and cape, all **Koai**, ₹ 9,000, ₹ 12,000, ₹ 9,000 respectively; printed chiffon mini dress, **Koai**, ₹ 19,000

PRINT POWER

From kitschy prints inspired by childhood memories to landscape sceneries and OTM tie-dye, these statement pieces will lift your mood on the gloomiest of days. Whether you prefer subtle, muted tones or are the OTT type, there is something for everyone.



Cotton blazer and shorts co-ord set, **Mannat Gupta**, ₹ 10,500

'Earth' wrap dress, **Cord**, ₹ 10,200



Polka print ruffle skirt, **IS.U.**, ₹ 1,990



Madder *shibori* tote, **Akane**, ₹ 1,350



Polka print schiffley co-ord set, **Mellow Drama**, ₹ 11,800

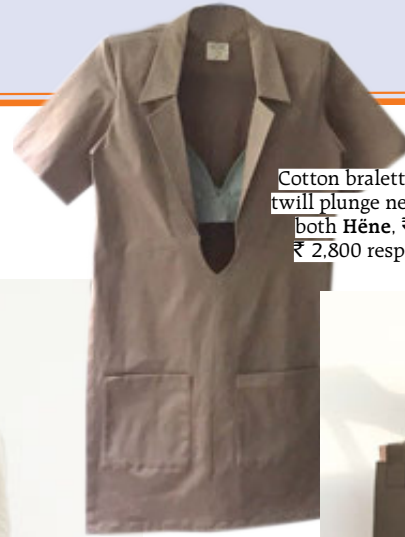


Button-down shirt, **Param Sahib**, ₹ 5,000

'Raven' silk longline jacket,
'Rainy Day' linen trousers, both
Turn Black, ₹ 27,600, ₹ 4,140
respectively



Cotton bralette, cotton-
twill plunge neck blouse,
both Hêne, ₹ 1,899,
₹ 2,800 respectively



'Dusty Rose' box bag,
Tann-ed, ₹ 7,200



Pinstripe blazer,
Core, ₹ 17,450



Pinstripe trousers,
Core, ₹ 6,900



Linen bralette, linen
cropped blazer,
asymmetric midi skirt,
all Basque, ₹ 4,150,
₹ 9,200, ₹ 7,340
respectively



TAKE IT EASY

These new age wardrobe staples are practical, versatile, timeless and yet on-trend. While sophisticated cuts, impeccable tailoring and minimal styles make a strong case for workwear post-pandemic, ethical production methods make for compelling reasons to consider them our new, trusty basics.

Button-down shirt,
cotton suit, both
Corpora Studios,
₹ 4,000, ₹ 12,000
respectively



Block heels,
Shoe That Fits You,
₹ 1,650



'Den' A-line cotton dress,
'Ashley' crossbody bag,
Perona, ₹ 6,900, ₹ 11,500
respectively





'Senpai' button-down shirt, **Almost Gods**, ₹ 10,500



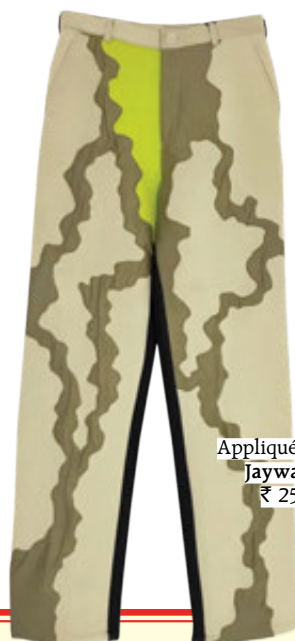
Embroidered *ikat* check shirt, **Wearelabeled**, ₹ 9,000



'Black Sabbath' trousers, **Almost Gods**, ₹ 7,500



Reflective PU vest, **ADK by Avishi Dayal Kalra**, ₹ 6,550



Appliqué trousers, **Jaywalking**, ₹ 25,000

BACK TO THE STREETS

If you thought international brands like Adidas, Nike or Reebok were your only option when it came to streetwear, you might want to reconsider. Clean, oversized silhouettes and easy, genderless clothing is what the new crop of streetwear designers are all about.

Space Debris fanny pack, **Biskit**, ₹ 4,500



'TMinus10' sneakers, **SixSix Street**, ₹ 7,999



'Ivory Braille' sweatshirt, **Essé**, ₹ 8,500



Printed bodysuit, unisex scuba joggers, **Smoke Wear**, ₹ 3,300, ₹ 8,000 respectively

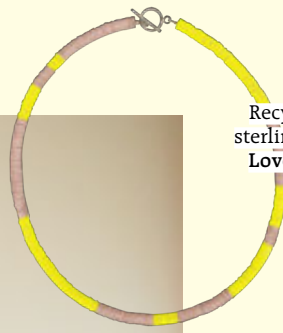
'Ramen' button-down shirt, **Prxkhr**, ₹ 6,790



'Milly' smocked maxi dress,
Ankita, ₹ 13,500



Recycled plastic and
sterling silver necklace,
Love Letter, ₹ 1,250



'Tia Ruffle' raffia bucket
bag, Straw India,
₹ 15,500



COTTAGE TO THE CORE

If you have not yet heard of #cottagecore dressing, we're happy to introduce you to it. Crafty accents, breathable fabrics and intricate detailing dominate this soft bohemian trend that is picking up pace. And these homegrown brands will make sure you stay on trend, no matter what.

'Sun' scallop detail midi
dress, Ito, ₹ 3,900



'Gulabo Ghumar'
maxi dress, Dot,
₹ 10,800



Handwoven silk dress
The Loom Art,
₹ 17,500



'Window Pane' handloom
shift dress, 'Prairie Dance'
handloom dress, both
Taaka, ₹ 18,500, ₹ 16,500
respectively



'Limi' embroidered cotton
blouse, Untitled Co.,
₹ 17,000



Check out our website for more stories
on fashion and style

<https://www.grazia.co.in/fashion>

JUST
ONE
THING



PATCH ME UP

Crafty and sustainable, the patchwork trend gets a luxe update this season



Sweatshirt, 11.11,
₹ 11,900



Asymmetric dress, **Anjuna** at
www.net-a-porter.com,
₹ 79,699 approx



Denim trousers, **Levi's**,
₹ 11,000



Bomber jacket,
H&M x Sabyasachi,
price on request

DOLLED UP

A mix of femininity and billowing silhouettes, the baby doll trend with 1960s accents is hot on trend

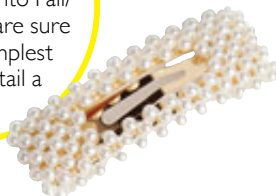


Sling bag,
Hidesign.
₹ 7,695

The vintage-inspired silhouette of this handbag is in keeping with the baby doll trend. It's also the perfect size for all your essentials. You'll want this guy with you for those errand runs.

Our favourite video conference accessory is going strong into Fall/Winter. These are sure to give the simplest bun or ponytail a new life.

Pearl Barette,
Odd Giraffe,
₹ 749



Babydoll dress,
Hemant & Nandita,
₹ 24,800

The baby doll dress is a celebrated piece this season. In addition to Marc Jacobs, Fendi, Valentino, embraced the child-like silhouette. With Fendi and Valentino embracing the child-like silhouette, exaggerated sleeves and Peter-Pan collars, the dress is as cute as it is comfortable.

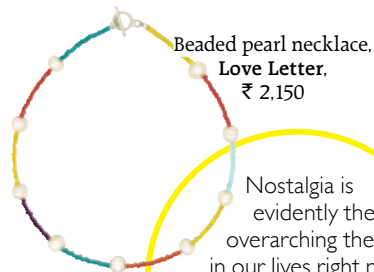


MARC JACOBS

Throw away your black, opaque tights as we're getting experimental with hosiery for Fall. Gucci, Marine Serre and Marc Jacobs offer plenty of inspiration to channel your inner Mary Quant.



Embellished tights,
Gucci,
price on request



Beaded pearl necklace,
Love Letter,
₹ 2,150

Nostalgia is evidently the overarching theme in our lives right now. Needless to say, your look wouldn't be complete without kid-inspired beaded baubles.

Easy CHIC

Once considered unflattering, the kitten heel has steadily climbed up the trend ladder and cemented itself as a chic and practical choice thanks to buzzworthy brands like Jacquemus, Staud, and Cult Gaia.



Leather pumps,
Charles & Keith,
₹ 5,999

CHICONOMICS

Great style picks, all *under ₹5,000*



1



2



3



4



5



6

- 1 Straw hat, **Vero Moda**, ₹ 1,299
- 2 Striped blouse, **Fab Alley**, ₹ 1,300
- 3 Stud earrings, **Zariin**, ₹ 3,100
- 4 Sling bag, **Ritu Kumar**, ₹ 4,900
- 5 Embellished ring, **Malvika Vaswani**, ₹ 2,300
- 6 Ruffled skirt, **Bhaane**, ₹ 4,700
- 7 Woven belt, **American Eagle**, ₹ 1,099
- 8 Jumpsuit, **AND**, ₹ 2,299
- 9 Sandals, **Burloe**, ₹ 2,100



7



9



8

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LOVE LOVE LOVE

*Your summer didn't
exactly pan out as
imagined. But,
there's no harm
injecting a little bit
of bright holiday
vibes with some arm
candy – even if the
only place you're
travelling to is your
living room*



'Capucines Mini' bag,
Louis Vuitton, price on request

GRAZIA

BEAUTY



HOW
WE
WORK
IT

Photograph KEEGAN CRASTO, Compiled by HENA DESAI

Where we spotted it

At Rajdeep Ranawat's Lakmé Fashion Week Summer/Resort 2020 showcase.

Why we loved it

There's no point wearing heavy make-up under face masks. So, this my-skin-but-better approach is ideal for now, and it also allows your skin to breathe.

Ways to work it

1. You don't need much to create this luminous, breathable canvas – mix a few drops of your foundation and illuminator to a moisturiser and gently rub it onto the face. Aim for a super sheer finish that still allows your skin to show through, while evening out your complexion. If you do have dark spots or sallowness to hide, dab some concealer on that area only.
2. Groomed brows are always a game-changer, with or without masks. Using an eyebrow brush or a spoolie, comb out your brows thoroughly. You can skip filling them in and just set them in place with a brow mascara.
3. For some quick, multi-purpose action, grab a tinted balm and pat on your cheeks, lips and eyelids for a subtle hint of colour to liven up the face. Pro tip: Dab a spot of it on the nose as well for a natural-looking flush.
4. Finish the look with a coat of mascara to open up and brighten the eyes.

1 NYX Professional Makeup Born to Glow! Liquid Illuminator, ₹ 850, 2 Benefit Cosmetics 24 Hour Brow Setter Shaping & Setting Gel, ₹ 2,390 3 Enn's Pucker Hydrating Lip Mask, ₹ 900 4 SUGAR Cosmetics Magic Wand Waterproof Concealer, ₹ 799 5 Bollyglow Filmi Foundation, ₹ 1,250, 6 Kay Beauty Volume & Length Mascara, ₹ 799





GLOBAL LOCAL DOMINATION

*Homegrown is all you need
to look out for when you
read the label*

Photograph **KEEGAN CRASTO**
Words **HENA DESAI**



We're halfway through 2020, and it's safe to say that the year has been nothing short of a rollercoaster ride. There's no predicting what's coming next, even when the conversation is centred on beauty. Turns out, the next big thing to watch out for doesn't include winged eyeliner or glossy lips – it's all about buying local. As we navigate the new normal, there's a strong emphasis on supporting homegrown brands, especially when Indian brands have everything from age-old Ayurveda to cutting-edge customised products on offer.

BEST OF LUXURY AYURVEDA

We live in the home of Ayurveda, so naturally, the world's best brands are born here. These take grandma's time-honoured blends to a new, sophisticated level.

GRAZIA
Loves

ALBUMS AND LIFESTYLE MAGAZINE
GRAZIA
Easy Chic

Founder Kavita Khosa has long been an advocate of clean, green living, which led her to start producing 'skin food' through her Himalayan-born brand, Purearth.

Purearth Wild
Seaberry Supercritical
Oil, ₹ 2,994

Paro Botanica
Enriched Brahmi
Tailam, ₹ 1,500

Ohria Rose And
Pomegranate Shower
Oil, ₹ 1,850

Didn't know ayurvedic bath oils existed? We didn't either, till we spotted this super hydrating one from Ohria made with wheat germ, pomegranate and shea oils.

Kama Ayurveda's cleanser is ideal for sensitive skin types as it's non-drying, sans irritants and full of natural cleansers like green gram and neem.

Kama Ayurveda
Mridul Soap-Free
Cleanser, ₹ 650

Biotique Royal Jasmine &
Saffron Night Treatment
Cream, ₹ 2,875

Biotique's cream borrows from best-kept royal secrets and uses Kashmiri saffron, mulethi and chironji to aid skin repair and boost radiance.

What sets Paro Botanica apart is that it focusses not only on beauty but also on promoting a holistic wellness-driven lifestyle that's based on ancient Vedic principles.

Ras Radiance Beauty-
Boosting Day Face
Elixir, ₹ 2,550

Ras's lightweight, skin-polishing facial oils have caught our attention, as have their community-building, local employment generation and sustainability efforts.

LOCAL MAKE-UP PICKS

From prep to set, these local labels are enough to fill up your make-up kit



Indulgeo Rose Gold Daily Oil. ₹ 2,300

Ever since it launched, Indulgeo has become a staple in most make-up artists' kits; the lightweight beauty oil works as a great primer and is also good for the skin, thanks to the zinc and vitamin C it has.

Plum is vegan, super affordable and environment-friendly by promoting plastic recycling. With recycle-reward programmes, it urges customers to participate in this social initiative as well.

Plum NaturStudio All-Day-Wear Kohl. Kajal, ₹ 495



Ruby's Organics Matte Mousse Concealer. ₹ 1,100



Ruby's Organics made honest, organic make-up much before it was the cool thing to do. The richly-pigmented formulas do the job well without leaving you feeling like a cakey, clogged mess.

Disguise Cosmetics Glow Multi Sticks. ₹ 600

Disguise Cosmetics is homegrown, vegan and cruelty-free. Perfect if you're looking to make ethical choices while still having fun with your look.



FAE Beauty Buildable Matte Lipsticks. ₹ 800

With a mission to make beauty more inclusive, Karishma Kewalramani has founded FAE Beauty to promote gender-neutrality, diversity and conscious choices.

Just Herbs Herb Enriched Skin Tint. ₹ 1,295

Just Herbs is as good as its international counterparts in the market, but at a fraction of the cost. Plus, the herb-enriched formula makes it good for the skin too.



BUDGET-FRIENDLY SKINCARE

Homegrown beauty shelves offer a full range of skin and haircare products that go beyond ayurveda – from scientific formulations to organic blends and so much more.

Dr. Sheth's is a skincare brand that's researched on and made specifically for Indian skin by one of the country's leading family of skin specialists. You'll find everything from retinols to vitamin C serums here.

Dr. Sheth's Rosehip and Retinol Power Emulsion,
₹ 1,200

Sova Bhringraj & Kerala Cinnamon Shampoo,
₹ 1,000

This day cream by Vilvah is for ethical, organic beauty enthusiasts – all the ingredients are house-farmed, hand-churned and even packed in eco-friendly bottles and boxes.

Vilvah Day Cream with Broad Spectrum SPF,
₹ 890

A 'Made in India' bubble mask? Yes, please. This detoxing, oxygen-infusing bubble mask by Colorbar is fun, good for the skin and 'gram-worthy.'

Lotus Herbals Probrite Illuminating Radiance Exfoliator, ₹295

An OG in the homegrown space, Lotus Herbals has been around for 25 years and is still going strong, constantly evolving to meet growing needs. Case in point: Its newly launched Probrite range, India's first range of probiotic-based products.

Sova's products protect your hair and skin from pollution, the sun, and everyday wear and tear without the use of any harmful chemicals or toxins.

Colorbar Bubble Sheet Mask, ₹ 250

Juicy Chemistry Hazelnut, Coffee and Chocolate Organic Face and Body Scrub, ₹ 700

Juicy Chemistry doesn't just claim to be organic, it backs it up with the right kind of certifications, too. The brand believes in "simplified skincare" with nutrient-rich natural ingredients.





THE EXTRA EDGE

FOR FACIAL TOOLS

Newly launched beauty brand, House of Beauty has tons of facial tools on offer. If gua sha stones on your IG feed have fascinated you, check out the ones it has to offer. You'll find everything from ice globes to derma rollers, along with facial oils to pack in.



PREMIUM PERFUMES

Bombay Perfumery's scents are "Indian at heart and modern in their aesthetic, and unique in their experience." With great silage, these sophisticated eau des parfums are an ode to the different cities of India, evoking a sense of nostalgia with each spray.



HEALTH FIRST

The health supplement craze is slowly picking up, and if you want to start with a safe bet, try Onelife. From multivitamins to immunity-boosting pills, there's a range of safe, scientific nutritional pills to check out.



SAFE BABY CARE

The Moms Co. makes high-quality baby and mother care products that are non-toxic and safe to use. As an added bonus, the brand has also decided to fight plastic pollution. Founder Mallika Sadani says, "We understand our responsibility towards creating a cleaner and greener environment for the little ones, and are conscious of our plastic consumption. We're always looking for ways to reduce, reuse and recycle our plastic waste so that we can offset its impact on the environment."



ON THE LOOKOUT FOR EXTRA HELP?

Most of us aren't blessed with glossy locks and tight skin, so if you need a little assistance getting there, Cureveda's easy-to-understand nutritional powders will sort you out. From collagen to biotin powders, these plant-based beauty supplements are designed keeping Indian bodies in mind, and are 100 per cent vegetarian and free of parabens and gluten. Just mix a spoonful to your breakfast smoothie and you're good to go.



ECO WARRIORS

Shopping local is great, but it feels extra rewarding when you know that the brand you're choosing is a champion for the environment. Case in point: SoulTree. Their kind-to-skin products are manufactured using sustainable processes, and are even packed that way. Founder Vishal Bhandari explains, "We have stopped using plastic packaging material while shipping online orders and have switched to eco-friendly solutions such as cardboard boxes, paper wraps and paper tapes. We have also launched and reintroduced some old ones in glass bottles."



BEAUTY

2.0

The 'new normal' is about to look very different when it comes to consuming beauty

Photograph **KEEGAN CRASTO** Words **HENA DESAI**

If the year 2020 had a theme, it would most likely be 'reassess and reset'. Covid-19 has ushered in a new way of functioning, which we've had to adopt almost overnight. The pandemic has affected every aspect of life, and naturally, our beauty regimes are not immune to the change. With social distancing essential in a touch-driven industry, faces hidden behind masks and nowhere to take your 'glam' out, what will the new future of the beauty industry look like?

SHIFTING HABITS

Beauty products make people happy – that's an undeniable fact. Many think of it as an affordable luxury, capable of uplifting your mood instantly. With no one planning to step into brick-and-mortar stores anytime soon, e-commerce sites are raking in big business; there is an upsurge in sales, especially when it comes to skin and self-care products. A study by *McKinsey and Company* reports that the sales of luxury hand soap in France were up 800 per cent the week of March 16, 2020, when the country went into lockdown, proving that feel-good products are fast-selling. The report goes on to add that while Amazon US has indicated at a slight decline in make-up sales, there's been an increase in the sale of nail colours, bath and body products and, not surprisingly, DIY hair colouring kits. And it's happening here too. In fact, just like restaurants are selling DIY food kits, dermatologists are also retailing at-home facial kits. "Since DIY and skincare were big topics of discussion, we came up with Dr. G's Mini Facial Kits – these derma-facial kits offer bespoke Korean skin treatments that are exclusively available with us, in a safe, easy-to-do kit that is on a limited-edition offer," explains Dr Geetika

Mittal, celebrity dermatologist and founder, ISAAC Luxe. With her virtual guidance, people can practically replicate expert facials at home, and get similar results too.

EYE SEE YOU

Over the last 100 days, we've seen (and shown off) our roots turn grey and acrylics chip off, both on and off the camera. With nowhere really to go, and after already having seen what lies beneath made-up appearances, will people really wake up for make-up anymore? We think not. Not in the near future, at least. Trend forecasts already predicted minimalism as a big mood for 2020, but it looks like it's coming true, rather literally, in the post-pandemic era. Beauty blogger Debasree Banerjee concurs, "Of late, each time I spoke of lipsticks on my channel I was told that people aren't wearing them much under their masks. While a lot of people are enjoying going bare-faced, it's not like they're ditching colour cosmetics altogether – there's a vast section of people who are using this time to try on experimental eye make-up for self-expression and some cheering up," she says, adding: "I've started getting requests for eye make-up tutorials instead, since that's the only part of the face that's visible nowadays." Obliging her viewers, she has started weekly tutorials dedicated solely to eye make-up – something that many content creators and make-up artists are doing as Google searches for it have risen exponentially since global lockdowns have been announced. "As you sit at home, now's the perfect time to pick up your brushes and play with colours that you were afraid of, make all the mistakes you want and practice to get perfect," she advises.

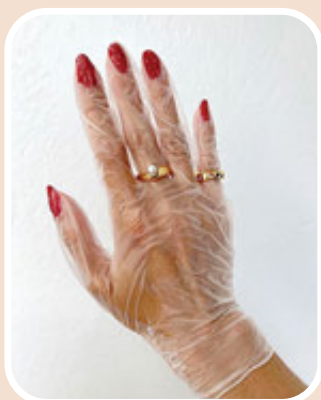
SALON DATE

With health and safety as a rising priority, your salon visit is about to get a major makeover in the post-Covid era. Sana Dhanani, founder, The White Door, says, "Before visiting us for their confirmed appointment, clients will be asked to fill in our Client Information Form for Covid-19 Risk as well as download the Aarogya Setu app to track and monitor movement. Our staff and clients will be routinely checked at the entrance with proper gear, and will be disinfected, too. Clients will be offered disposable shoe covers, masks and gloves while our staff will be in disposable PPEs and face shields. Every station will be equipped with acrylic screens between our

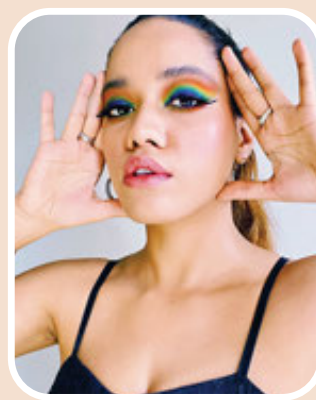
clients and staff. We'll also be operating at 50 per cent capacity to ensure social distancing, and sanitising our stations every 30 minutes." In fact, to minimise contact and ensure safety, skincare brands like Cheryl's Cosmeceuticals are launching 'Zero Touch Facials' – where your skin is analysed virtually before you step in via their Skin Scan App and a phone conversation, post which the aesthetician performs the service using sanitised tools and techniques in a virtually contact-less services. Many others are following suit and adopting similar practices as well. For some, walking through a salon door, as restrictions ease, will feel like being home at long last, but for the majority of us, this otherwise relaxing activity is about to stir up some anxiety for sure.

VOCAL FOR LOCAL

As you reassess your buying and spending habits, you will have realised that supporting local businesses has never been more important. Prasanthy Gurugubelli, founder of homegrown beauty brand Daughter Earth explains, "When you support local labels, you are nurturing the backbone of the country – the farmer whose livelihood depends on the harvest, women self-help groups who support their families by creating handcrafted packaging material, shipping companies that connect remote parts of the country." Small-batch, boutique products often tend to be ethical and sustainable, which is also very important in today's climate. Perhaps the only plus side of the pandemic is that it has acted as a catalyst in amping up awareness of such conscious farm-to-face brands. "By choosing brands that are rooted and have shared values as you, you are directly investing in yourself and the growth of the country's economy by supporting everyone from the farmer to the delivery boy", concludes Gurugubelli. 🇮🇳



@herman.herdez's
new reality



Getting creative with
@debasree

BEAUTY REPORTER



Cost-efficient, multi-purpose and the perfect way to do less yet gain more – tailor-made skincare is all set to be the next big wave that hits the beauty industry. The one-size-fits-all idea is slowly growing old, and rightfully so – haven't we all experienced friendly skincare recommendations backfiring despite similar concerns. It's pretty likely that even though you have similar skin types, you react

differently to the same product as your friend, considering your genes and lifestyle habits are different. As more and more people understand this, there's a growing need for skincare products that are tailored specially to your needs. Neha Rawla, Head of Brand Communications, Forest Essentials, points out, "Engaged beauty consumers want products designed specifically for their individual beauty needs, and also want to be involved in the creation of what they buy. I have witnessed customers purchasing products as per their friend's advice, but these may not work as well for them as their skin will react differently to it. This has helped realise the need to find personalised solutions to address specific skincare issues, as well as prevent them from reoccurring in the future." And so, Forest Essentials has launched Customised Creams, a bespoke beauty service that delivers handcrafted ayurvedic creams, made uniquely for you.

The products are customised to such an extent, that even the fragrance is added to it as per your preference. A combination of fresh ingredients like hydrating avocado butter, rejuvenating licorice, *dosha*-balancing *ashwagandha*, and skin brightening *babchi*,

are hand-blended into one-of-a-kind creams that make their way into your kit. To ensure efficacy, there is an elaborate process to understand your skin, habits and preferences. Rawla explains, "It all begins with the customer logging on to our website and filling out an in-depth questionnaire to understand your skin type and suitable formulas, after paying a basic consultation fee. Post this, there's a one-on-one call with an Ayurveda expert, who discusses your responses, history, lifestyle and skin characteristics with you. Our R & D experts then takeover, and concoct a unique blend of clean, active ingredients are hand-blended and delivered to your doorstep." **LI**



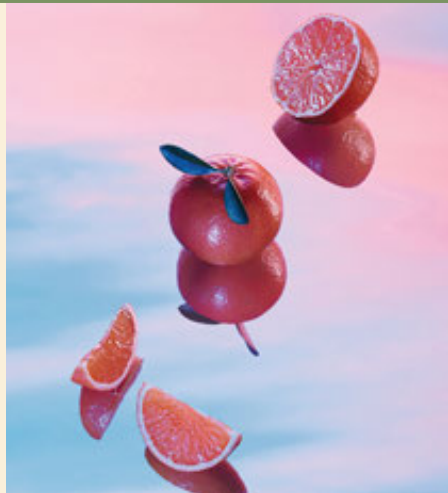
MADE TO MEASURE

This luxe, homegrown Ayurvedic brand is now bottling customised skincare remedies

THE SCENT OF SUMMER

This new fragrance is the only ticket you need to jet, set, go

Summer may have been cancelled thanks to Covid-19, but Louis Vuitton isn't letting it go by without at least feeling like it with the launch of their new perfume – California Dreams. The fourth addition to their Cologne Perfumes range, master perfumer Jacques Cavallier Belletrud has designed this new fragrance as an ode to the serene Californian sunset, in a sultry blend that's balmy yet light like the summer night. To achieve this complexity, it features fresh, fruity notes of mandarin and pear, along with warmer notes of musk, ambrette seeds and cool benzoin clay. Spritz it onto your post-shower skin to instantly feel like you're enjoying an exotic sundowner on the West Coast. **LI**



INTO THE LIGHT

The monsoon is no excuse to ignore your trusted sunscreen



It's 2020 and there's no questioning the importance of sun protection. While you might be spending most of your time indoors this monsoon, it's vital that you slap on some sunscreen before you step out for grocery runs. Blossom Kochhar Aroma Magic's Sunlite Spray is the armour your skin needs to battle everything in its way. Its all-mineral, water-resistant formula helps in creating a physical barrier between the sun and yourself. Non-nano zinc oxide and moringa extracts are the unsung heroes of this product – they scatter harmful rays and rejuvenate your skin.

Borrowing notes of lavender, chamomile and helichrysum essential oils, the SPF 30++ spray leaves a non-greasy, non-sticky texture on your skin. It is also enriched with hempseed, rosemary and macademia oils for further moisturisation. Not only does it grant you

natural sun safety from broad spectrum UVA and UVB rays, it also provides you with Vitamin B5, C and E for younger and healthier looking skin. It is suitable for all skin types, and comes in an easy-to-spray yellow bottle that is reminiscent of carefree summer days.

So, whether you're headed to the office after months of WFH, or stepping out for a morning walk, don't forget to generously spritz the Sunlite Spray 15 minutes before you venture out.



Photograph KEEGAN CRASTO

TRIED & TESTED

Team Grazia is set to take their beauty sleep to the next level with this sleeping mask

Think of sleeping masks as the cherry on the cake for your skincare routine – the supercharged potions help in tackling several concerns while also locking in all the benefits of your night creams for maximum effect. We got our hands on one such nighttime wonder – the Dot &

Key Glow- C Sleep Mask. It's packed with vitamin C from kakadu plums, pineapples and pumpkin oil, and hyaluronic acid, in a toxin and cruelty-free formula; it energises, hydrates and brightens skin to give it an enviable glow. Our team tried, and here's what they have to say about it:

Hena Desai, Senior Beauty Writer

"This pillowy mask gives me a solid boost of hydration without feeling greasy. I can apply it generously on my acne-prone skin without worrying about breakouts or clogged pores – it helps me wake up to a super dewy glow."

Radbika Agrawal, Senior Features Writer

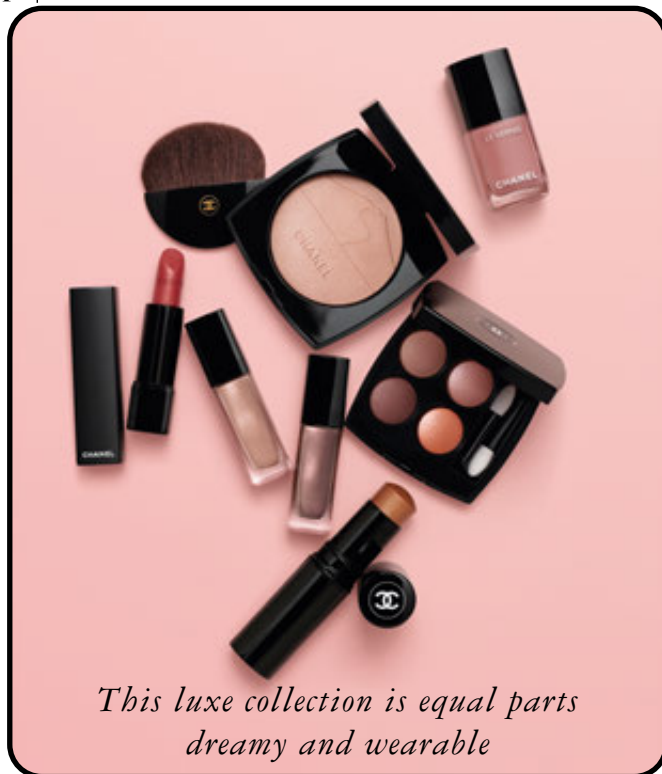
"I find myself rushing to the mirror each morning after I put this on – it gives me a glow that carries on through the day, keeping my skin fresh in moments it otherwise would have looked dull."

Garvika Khanna, Stylist

"I love anything with vitamin C, so I was happy to find a sleeping mask packed with it. The lightweight, mousse texture is ideal for my combination skin – it didn't feel too heavy to wear even when it was really humid. It rejuvenates my skin overnight, and I love the visible glow I get the morning after I use this."



Dot & Key Glow- C Sleep Mask, ₹ 1,095



This luxe collection is equal parts dreamy and wearable

ENDLESS SUMMER

At a time when pop colours have taken over our timelines, Chanel has made us fall in love with muted, elegant tones all over again with the launch of their Spring/Summer 2020 collection – ‘Desert Dream’. Lucia Pica, Chanel’s global creative makeup and colour designer, actually took a trip to the centre of an ancient desert, whose orange sand dunes, cave paintings and lunar plain served as inspiration for the peachy palettes. Pica says, “I was looking for something poetic, like a memory – a natural filter that makes everything look dreamier.” True to her vision, the collection features eyeshadow palettes, strobing sticks, lipsticks and more in peachy rose tones, cool browns and romantic mauves, with a hint of metallic textures. The warm, earthy tones have a certain sensuality about them, designed to evoke a sense of confidence and contentment with every swipe. You’ll find something in here to flatter every skin tone and preference, not meant to mask but enhance your facial features, and with the potential to become a staple in your beauty bag.

STRAIGHT TALK

This new tool is set to put all other hair straighteners to shame

Dyson is known for its ultra-cool, hi-tech home and personal care tools. After making waves (literally) with its Supersonic and Airwrap styling kit, the brand is about to launch its first-ever hair straightener – the Dyson Corrale – which promises poker-straight hair with minimal hair damage. It may almost cost you a month’s rent but the brand’s Lead Design Engineer Sandra Lup takes us through the basics to explain why it’s a worthy investment:

CUTTING-EDGE TECH

“Unlike conventional straighteners that use solid plates this one has flexing plates that shape and adapt to gather hair. These thin (as thin as your hair) manganese copper alloy plates enable enhanced styling with less heat, half the damage and reduced frizz. This is supported with intelligent heater and sensor systems that regulate the temperature of the plates 100 times a second, ensuring your machine never exceeds your chosen temperature.”

RESULT OF RESEARCH

“Seven years of research, design and development into straightener technologies were spent and around 3,690 prototypes were made throughout the development phase. On this project alone, we completed over 600 hours of real user trials with 800 participants across five countries to explore a variety of hair types, textures, different style desires and hair challenges in general. This study ran for 12 months in the US.”

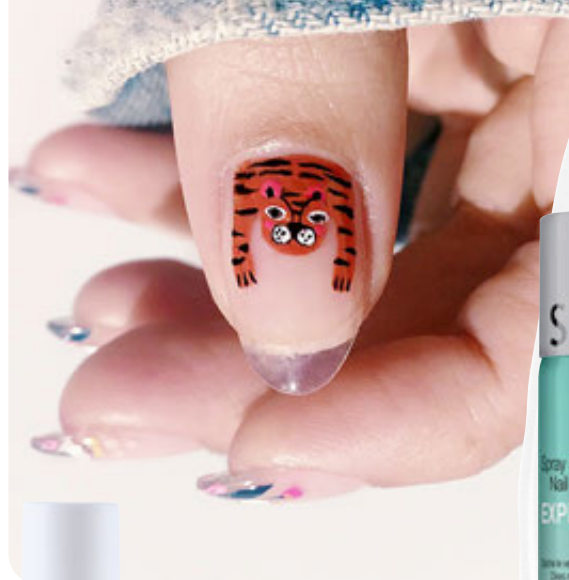


SAME STYLE, LESS DAMAGE

“After extensive lab and market testing on a variety of hair types, we learnt that the style stays on for the same amount of time as with conventional straighteners, achieved with lower temperatures and half the damage. Ensure that your hair is fully tangle-free and dry, as applying heat to wet hair can damage it. Apply any products that you would normally use to prep the hair and style as usual. It is important to ensure that there’s no product build-up on the machine, as this could affect performance. Once the plates cool, clean them with a damp lint-free cloth.

CORDLESS CONVENIENCE

“From full charge, you can achieve up to 30 minutes of cord-free styling. The exact run-time depends on your hair type and styling habits. It is fully recharged in just 70 minutes. You can also extend your run-time by attaching the magnetic 360° charging cable for use in hybrid charge mode should you need it for a longer time.”



Revlon,
Chrome Nail
Enamel, ₹ 225



METALHEAD

Whether you're in the mood for an ombre or a solid hue, metallic shades are a great way to say hello. You can pair them with a monotone outfit to bring out the nail colour further.

Sephora Collection,
Express Dryer Spray
for Nail, ₹ 1,010



IN THE CLEAR

Though not the most functional, artificial nails are undeniably fun. And now with clear tips in the mix, things are starting to get wild. Choose from transparent hues and glassy solids to add an extra funk to your look.



Nykaa Beauty,
Shine On Top Coat,
₹ 249

NAILED IT

Funky, bold and immaculate, these nail art trends will brighten the gloomy weather



SUGAR Cosmetics,
Tip Tac Toe Nail
Lacquer in Amethyst
Actress, ₹ 299

BLING IT ON

Need some jewels to amp up your attire? Ditch the usual accessories and try dressing up your nails with creative ornaments – we're talking pearls, chains and crystals. Don't be afraid to go all out – we say, the sparklier, the better.

FRENCH 2.0

Your favourite French manicure has a new makeover, and it's edgier than ever. From black tips replacing the whites to neons and reds making an appearance, we've seen it all this season. Pro tip: You can also add a pop of colour to your cuticles for a completely new look.



Lakmé,
9 to 5 Primer + Gloss
nail colour in Mustard
Master, ₹ 180



O.P.I.
Nail Lacquer in
Hot and Spicy,
₹ 850



Yves Rocher,
100% Botanical
Oil Elixir, ₹ 1,100



For more beauty tips and trends, head
to our website

www.grazia.co.in/beauty-and-health

— HOME — ALONE

We teamed up with four architects and interior designers to imagine homes in a post-Covid world

Words **RADHIKA AGRAWAL**

A few months ago, the four walls of our house represented comfort, safety and some much needed me-time. Five months into the lockdown, one thing remains the same: Our home is still our safe place. But now, we find ourselves looking at our homes with a new set of eyes. Here, four young architects and interior designers share their vision of how our living spaces can be transformed to suit the current times. With a clever re-arrangement of space for the exteriors and local furniture and home decor items picked out from homegrown brands for the interiors, these sketches will show you a fresh way to revamp your space.

Tropical jungle wall decal by Kalakaarihaath.inc

'Lotus' floor lamp by Mianzi

'Shunya' ceramic plates by Patterned Studio

Tilly cushion by N Square

'Kalam' tables by Anantaya Decor

'Argos' wooden chair by Magari

Noir petite planter by Fleck

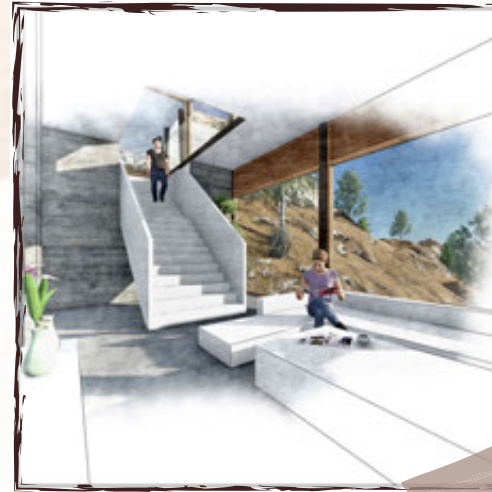
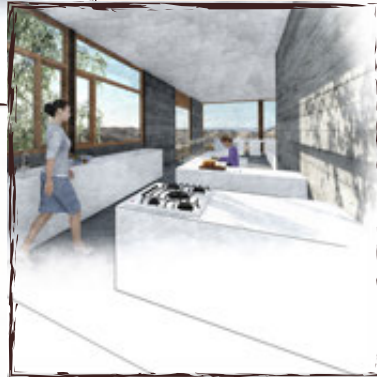
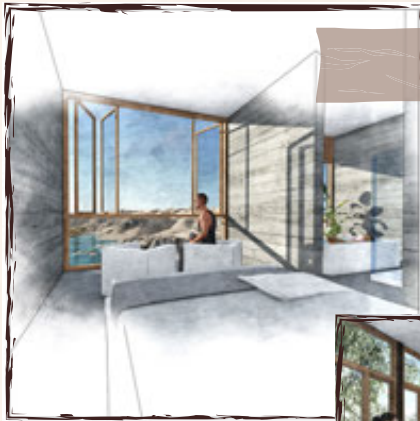
Wooden cabinet by At-tin Studio

Iris indigo dhurrie by N Square

"Recreating a tropical paradise on a tiny land parcel on a busy Indian street, the Urban Oasis has an enigmatic live facade that transforms seasonally. This compact home is conceptualised on Net-Zero and productive architecture, for practising a self-sustainable healthy lifestyle. The soul of this house is an open-to-sky central court, weaving together a journey of multi-functional habitable spaces staggered at various levels, opening onto several terraces and balconies, providing various vistas. With abundance of natural light and purified air, through filters of the native greens, this abode will always feel fresh and lively, springing-up pleasant floral surprises. Come, get your hands dirty, tend to your little garden, grow your own food, and reduce your carbon footprint."

Gauri Satam and Tejesh Patil, founders of unTAG





"The mantra of today's home is to achieve balance in design by rejecting ornamentation and embracing minimalism, technology and adaptability. The new definition of luxury is to organise, prioritise and design only for what is required. The home must adapt itself into a multi-purpose apparatus where one can work, play, study, cook, exercise, watch a movie and grow vegetables. It should also be an incubator for sustainable products. While the new home must have an open floor plan, with lots of light, simple furnishings and pastel colours to create a space that is timeless, it must also go hand in hand with adaptability. The design/decor should be about magnifying opulence by condensing content and bearing the essentials to provide comfort."

Huzefa Rangwala, partner at MuseLAB

Bench by Phantom Hands



XYZ bookcase by Saif Faisal Design Workshop



Chair by MuseLAB



Lamp by Saif Faisal Design Workshop



Accessories by Gaurav Wali



Terra floor/wall spreads by Abstrac Home



Baskets by Palasa



Rugs by FAZO



Stool by Project 810

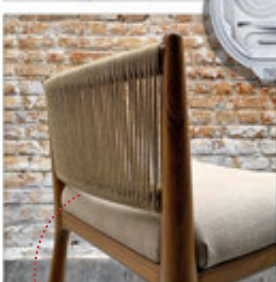


Table accessory by Material Immaterial Studio

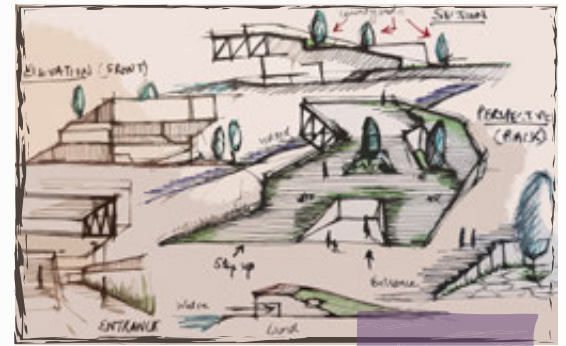
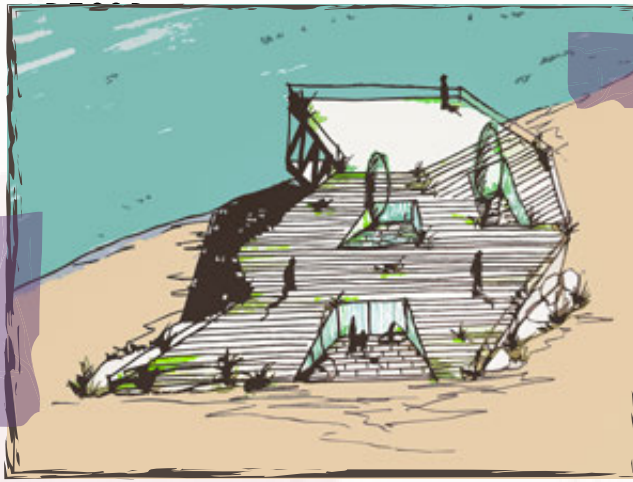


Bed by Gunava Design



Sculpture by Studio UF+o





Applique wall
by Maker Studio
Eleatz by Nisha

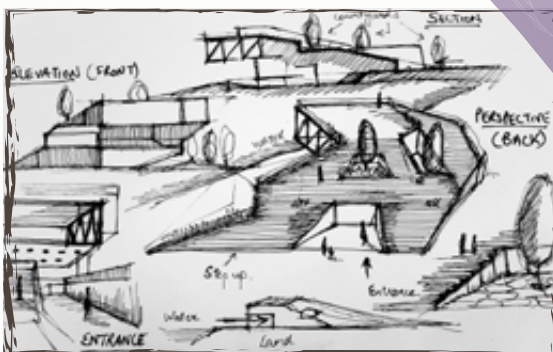


Fabrics from The
Pure Concept

Cushions from The
Purple Turtle

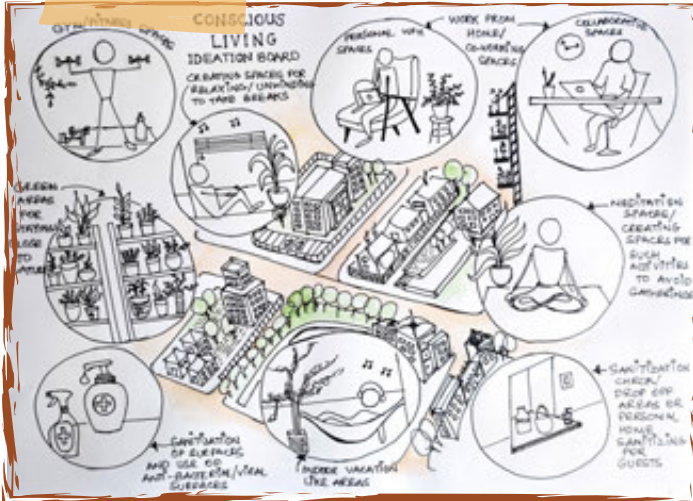
Chair from Cane Boutique

Cacti cabinet by
Scarlet Splendour

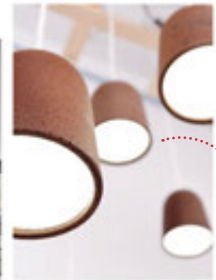


"Given how the Covid-19 virus has hit us all, the need of the hour is self-sufficient and serene homes. Inward facing, independent homes will be on the rise, with little reliance on the outside world for daily needs. We believe homes are going to follow greener and more sustainable paths as well as be greener in colour – the actual infusion of lots and lots of greenery. Whether it's plants for aesthetic appeal, or vegetable gardens for consumption, homes will definitely be designed with the above in mind. The trend toward minimal homes continues to grow. The phrase 'less is more' still holds true – in a weakened world, people have realised that consumption and boarding are debilitating the world. So, we can expect houses that people feel comfortable staying in for long periods of time – larger outdoor/entertainment areas, so they don't miss going out too much; larger gardens to grow vegetables; nooks and corners by a window with coffee machines or hot pots to substitute the need to go out to coffee shops; and rooms that are spacious and plush to remind them of hotels."


Farah Ahmed, partner at FADD Studio



Greens by Beruru

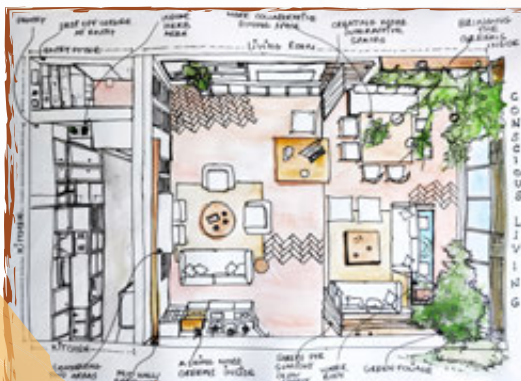


Lights:
The Purple
Turtle

"We have entered a phase where we are living consciously while co-living, co-sharing and still finding space and time for personal work and activities that earlier belonged in the outside world. In our sketches of this 4BHK, we have created a segregated entry area to facilitate contactless deliveries outside the door. On the inside, there is a herb wall segregation that makes the foyer look fresh, much like a green oasis. The main aesthetic element that ties this house tighter is Japandi, a hybrid design trend incorporating Japanese and Scandinavian aesthetics. The look is minimal, functional, warm, and calming, with touches of wabi-sabi-enthusied imperfection. The dining and living rooms are next to each other to allow families to multitask while still being connected. The kitchen is built keeping in mind the need for a dedicated pantry. The building materials we have used comprise of mud, slate and terracotta to draw the space closer to nature." 

Kumpal Vaid, founder of Purple Backyard

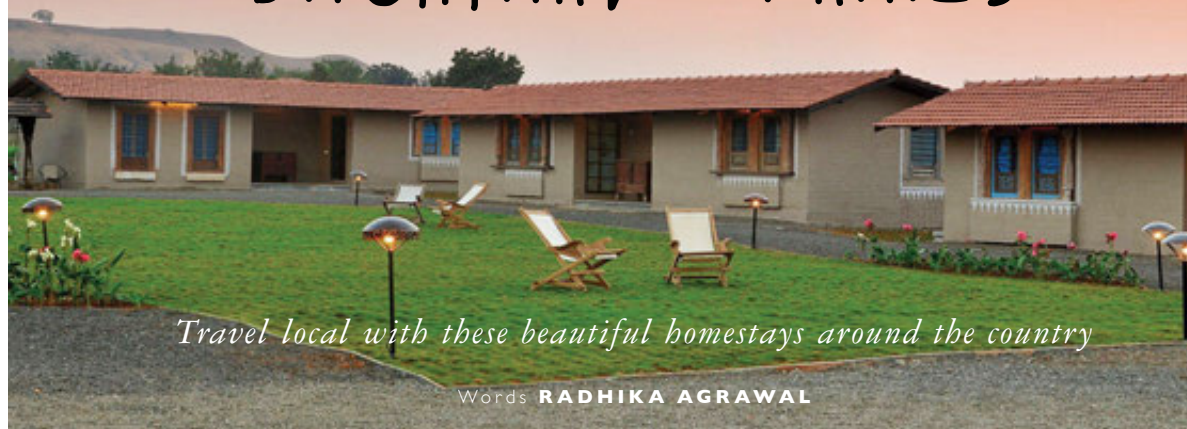
Anti-bacterial
surfaces



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BACKYARD TRAILS



Travel local with these beautiful homestays around the country

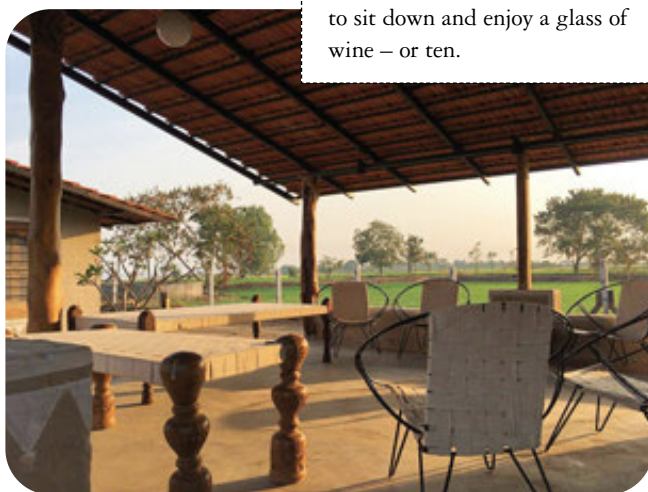
Words **RADHIKA AGRAWAL**

Covid-19 has managed to put a rather long break in our collective wanderlust. But being stuck at home for so long has only made us dream of all the places we are yet to see, and the experiences we are yet to have. While exploring the spectacular coral reefs of Maldives or cycling down a busy London road might still be a distant dream, you don't entirely need to squish the hodophile in you. Instead of hopping on a plane and exposing yourself to innumerable germs, we recommend exploring the hidden local gems right here in India.

These stunning homestays, farms and retreats across the country showcase a sustainable, safe and local way of travelling. Besides, getting in sync with nature after being cooped up indoors will do you a world of good.

UTOPIA FARMSTAY, NASHIK

The people of Maharashtra have had a rough couple of months, more so than others. But there's a light at the end of every tunnel, and this one will lead you right to the gates of Adwait and Uttara's farmstay in Nashik. Enjoy an eco-friendly stay at this beautiful waterfront property, which is merely five minutes away from the famous Sula Vineyards. With the idyllic Gangapur lake on one side and the Sahyadri mountain ranges on the other, this is the perfect spot to sit down and enjoy a glass of wine – or ten.



VARANASHI ORGANIC FARMS, KARNATAKA

This 400-year-old heritage farm serves up delicious homegrown organic food and a rush of adrenaline. It has a unique relationship with fitness and adventure, offering activities such as surfing, kayaking, slacklining, trekking, yoga, diving and a whole lot more. You can spend your days learning how chocolate is made from cacao plants, trying your hand at farming, and walking through the extensive property. You can spend your nights nestled in one of their enchanting tree houses.





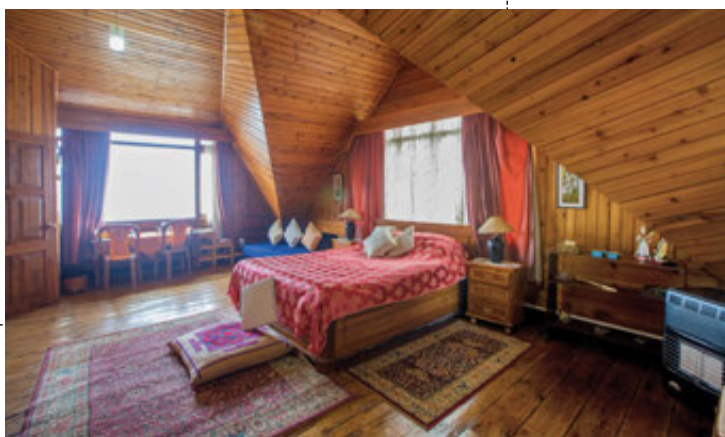
GONE FISHING COTTAGES, HIMACHAL PRADESH

Deep in the eco-zone of the Great Himalayan National park, which btw, is a Unesco World Heritage Site, these family-run cottages are surrounded by orchards, step farming fields, and pine and deodar forests. The fishing season, which starts in March and goes on till October, sees anglers from around the country gather here for some trout. At the crack of dawn, you can walk along the stream trails that lead into the forest, with loud birdsong as your morning playlist.


THE ENGLISH COTTAGE, DARJEELING

Hosted by Austen and Shella Plant, this charming little cottage is equipped with four bedrooms, a gorgeous garden, and a terrace with a breathtaking view of the mountains.

The interiors are just as warm and inviting as its exteriors, with lots of plants, woodwork, and tasteful artefacts. You can book one room or the entire place, depending on the number of people you're visiting with.



SEMBANAD HOUSE, KERALA

This backwater retreat in Kerala is straight out of a fantasyland. Encircled by the Vembanad lake on all three sides, this property is a true treat for the senses. Canal cruises, boat rides, fishing and swimming are a few of the ways you can unleash your inner water baby here. Behind the bungalow lie fields of paddy, natural tropical gardens, and ancient temples. With ethnic food and a chance to explore local village life, this homestay is your window to the authentic Kerala lifestyle. 



➡ MONTH IN MONTH OUT

MOVIES, ART, BOOKS, AND MORE, HERE ARE OUR TOP PICKS OF THINGS THAT GOT US TALKING THIS MONTH

SOLDIERING ON



The actor puts on a brave face as his new film releases online amid the pandemic

Even though he's been in the industry since the 1990s, it's been a while since actor Bobby Deol grabbed the limelight in Bollywood. His most memorable performances in recent times have been in *Yamla Pagla Deewana* in 2013 and the movie's sequel in 2018, both of which starred him along with his brother Sunny Deol and his father, Dharmendra. So, for him to be cast as a lead in a promising Red Chillies Entertainment x Netflix collaboration speaks volumes of the opportunities OTT platforms are creating for actors of every generation. We sat down with Deol to ask him more about his new film, *Class of '83*, and the paths it has opened up for him as an actor.

GRAZIA: Tell us a little bit about your character in the film. What made you want to take up this role?

BOBBY DEOL: This role was very interesting to me because it was out of my comfort zone. The character was that of a middle-aged cop who has had a very difficult time being one in an often dishonest system. He's been punished to take up a job as the dean of an institution that trains new cops. It was both fascinating and challenging for me because the story is based on true life incidents and is set in the 80s. The whole vibe of the 80s was very exciting for me.

G: What was it like to step into the world of OTT cinema, where yesteryear and new actors alike are getting amazing opportunities?

BD: It's very easy for someone like me to get stereotyped when you enter the industry – you build this image that becomes a part of you. And whenever someone thinks of casting you in a role, this image plays an important part in it. But on OTT platforms, this is not the case, which is why I was able to get this opportunity. And I know that the kind of work I'm being offered will change after this film comes out. I also love that I'm getting a chance to work with a lot of young talent. When I was doing the workshops for *Class of '83*, I had to interact with lots of young boys who did theatre, who were starting out in their career. They must've had a lot of nervous excitement, but they didn't show any signs of it on set.

G: How have you changed as an actor over the course of your career?

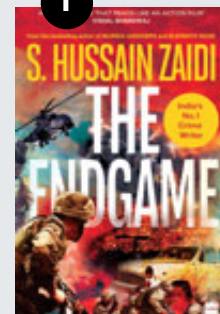
BD: You keep growing as an actor and learning from your mistakes as you watch your work. You get a better understanding as you grow older of the kind of personalities you come across – and that helps you play characters that have those shades of personalities. I don't think an actor stops evolving until his or her very last film. **LI**

On the Bookshelf

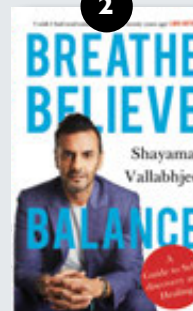
1 The Endgame

HarperCollins
S Hussain Zaidi

A story of politics, betrayal and unimaginable terror, this is fiction at its most real as it also gives the reader an unhinged view of the complex political machinery at work.



2



Breathe Believe

Balance
Pan Macmillan
Shayamal Vallabhjee

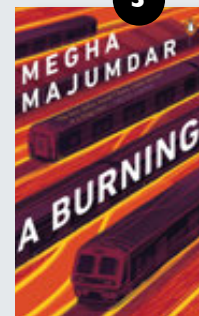
This one-part memoir and one-part guide to self-discovery decodes the science of healthy relationships; from learning to be emotionally present in every conversation to engineering your environment for success.

3

Megha Majumdar

Penguin
A Burning

An electrifying debut novel about three unforgettable characters who find their lives entangled in the wake of a catastrophe.



All Eyes On Her

A debut performance that simply cannot go unnoticed

When a new film comes out, we see its actors out in the public eye, giving interviews and promoting the film. For *Dil Bechara*, actor Sanjana Sanghi had to stand on the frontlines all by herself. Never before has a debut performance been so important. After the tragic demise of Sushant Singh Rajput, this film remains the only piece of the actor left for the world to see, experience and celebrate. As it released on Disney+ Hotstar, his fans across the globe tuned in one last time to watch him create magic on screen. The movie is an adaptation of John Green's *The Fault In Our Stars*. If you've read the widely popular book, you'll know why you need to keep a box of tissues ready. We sat down with Sanghi to talk about her performance, her friendship with her co-actor and the legacy of the film.

GRAZIA: You play the role of a girl battling cancer. What were some of the challenges you faced while preparing for such a role?

SANJANA SANGHI: Yes, Kizie is a girl who is battling cancer. It was exciting to play her because we, as a team, had decided that we don't want her illness to define her. I tried to spend a lot of time around young cancer survivors at the Indian Cancer Support Group to understand them psychologically and emotionally. In my head, Kizie's oxygen pipe was invisible – I didn't want that to be the reason for the audience's sympathy.



G: Your debut as a lead also marked the directorial debut of Mukesh Chhabra.

What was that experience like for you?

SS: The fact that Mukesh sir and I made our debut together as actor and director is surreal, because he's the reason I realised I loved acting. *Rockstar* was my first tryst with acting and he had cast me in it.

G: What was it like to work with Sushant Singh Rajput? Could you tell us about a few fond memories you shared

with him during the shoot?

SS: Ours was a creative partnership and friendship that transcended the boundaries of just working together. We connected over books and academia, dance, food, and of course, our passion for cinema. *Dil Bechara* is a very emotional and nuanced narrative about two vulnerable people, and we had to make ourselves vulnerable to each other.

G: *Dil Bechara* pulls at many heartstrings – due to tragic events that happened in the film and in real life. What would you like to say to people who are left heartbroken after the end credits roll?

SS: To every fan of Sushant Singh Rajput, the film, and hopefully soon of me, I'd like to say that *Dil Bechara* is a labour of love. And if everyone can turn their grief and sorrow into celebration and hope, that will be the biggest gift for us – and the biggest tribute to him. **U**

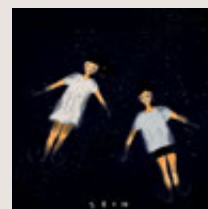
PRESS PLAY

The tunes that deserve a place in your playlist



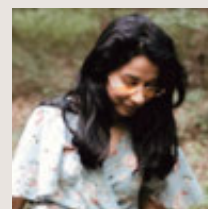
Blue River, Alisha Battt

Mumbai-based artist Alisha Battt's new single, *Blue River*, combines jazz-akin vocal phrasing with the grit of grunge guitar on the minimally produced track.



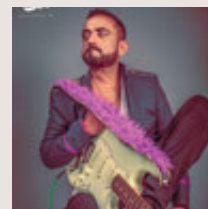
Skin, Anisha Aod

Classical pianist, self-taught guitarist and poet, Anisha's latest single, *Skin*, embraces the highs and lows of life. She offers a bop-along indie-pop track that lifts you up gently.



Loving You, Krameri

The singer-songwriter's new single has a richly layered electro-pop sound. The track deals with the themes of secrecy, sin, affluence and adultery.



Not A Love Song, Sanjeev T

Singer-composer Sanjeev Thomas's new single from his upcoming album, *Future*, makes a radical shift toward lo-fi electronica. The groovy track weighs thoughts and the state of mind during the lockdown.

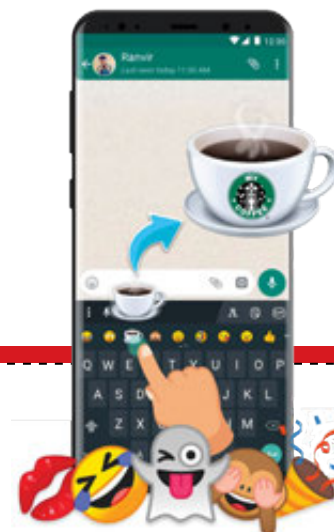
BIG BYTE

*All the gadgets we're
crushing on this month*

TRELL

Do you miss making TikTok videos? Well, there's a desi alternative that you can try out, called Trell. Dubbed as the 'Video Pinterest for Bharat', it's the go-to platform for users to share their experiences, recommendations, and reviews across various categories.

trell



BOBBLE AI


If we're keeping it real: Our texts and WhatsApp messages wouldn't be complete with supporting visuals – you know: Images, GIFs, stickers, emojis, AR filters, memes, and the like. And Bobble AI, a fresh, homegrown tech company, is feeding the need for emoji validation with smartphone keyboards that will make your existing conversations more exciting and fun. Founded by brothers Ankit and Rahul Prasad, the unique keyboard lets you personalise communication in 22 Indian languages and six dialects. It can also predict your actions with the help of AI, deep learning, natural language processing, and data analytics. And, it does all this in real-time.

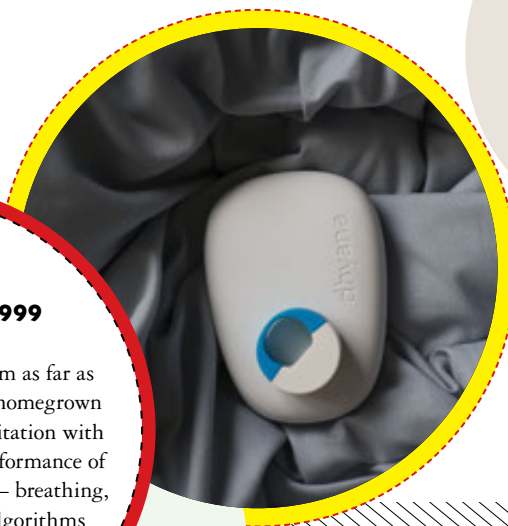


COFFEEZZA COFFEE MACHINES, ₹ 13,499 (FINERO) & ₹ 19,999 (LATTISSO)

Whether you take it with a splash of milk and sugar or straight up black, the surge of caffeine, especially on mornings when you have to get a lot done, provides that much needed pick-me-up. But instead of brewing yours the old-fashioned way, take the modern route with Goa-based homegrown brand Coffeezza's international-standard coffee machines – the Lattisso and Finero. The former comes with an attached milk frother and is perfect if your choice ranges from a cappuccino to a latte. The latter is ideal for black coffee lovers. Side note: The brand, founded by Rahul Aggarwal, also sells coffee capsules (which also happen to be eco-friendly) containing Italian and Belgian roasted, real, pure ground coffee that stays fresh for up to 24 months.

DHYANA MEDITATION SMART RING, ₹ 6,999

Get ready for the next big boom as far as tech fashion goes. Dhyana is a homegrown wearable ring that merges meditation with science. The ring tracks the performance of meditators on three parameters – breathing, relaxation and focus – with algorithms that track heart rate variations (HRV). That's right, you can now breathe easy. 



GRAZIA GRAB

The latest buzz on your
favourite brands

GUILT FREE INDULGENCE

This sugar-free farm to bar
brand is redefining chocolates



No matter what age you are, there's a little part of you that feels guilty when you munch on a chocolate. It has been drilled into us that the sinful indulgence does us no good. And the sugar-free options aren't really options – they're bitter and often just as unhealthy. This is where Keto Culture comes in. As India's first sugar-free farm to bar brand, they bring you real handcrafted chocolate made from organic cacao beans grown and fermented at their farm in Wayanad, Kerala & Indian stevia.

Abhishek Shah, founder of Keto Culture, is a second-generation farmer who had his own roastery and café in Melbourne for a few years before he decided to come back to India to develop this venture. Based in Wayanad, Kerala, they grow cacao, nutmeg, coconut, cloves, coffee, vanilla and bunch of other fruits in a five-acre plantation. After two years of research, innovation and experimentation, their product is everything the sugar-free chocolate market lacks – a chocolate that is healthy as well as scrumptious. And when we say healthy, we mean healthy – a vegan, zero sugar chocolate that has 14-20g protein, 2-6g net carbs and no artificial flavours, additives or preservatives.

So, the next time you feel like an after-meal bite of goodness, there's no need to keep away. Keto Culture's delicious chocolates are waiting to offer you a guilt-free experience.

Photographer @flavoury_soul (Urmimala Guha)



HEALTH FIRST

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If you're guilty of pushing to the max and juggling far too many responsibilities, then we're sure your health must have taken a backseat. But it doesn't have to be so – CosMix is here to take care of those needs for you. Reach out for their powerful, ethically sourced plant-based mixes that allow you to fulfil your daily nourishment needs without elusive diet plans, in an easy and convenient

manner. They let you seek positive changes through internal nourishment. These superfood powders are designed to take care of everything from sleep, energy boosting, gut health, immunity and even beauty. You can start off with their bestseller – Healthy Hair – a unique blend of essential nutrition for better growth and shine that is greatly loved by their loyal customer base.

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