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ACNE IS NOT UGLY! 5 WOMEN SHARE HOW ACNE HAS NOTHING TO DO WITH BEING BEAUTIFUL

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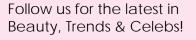
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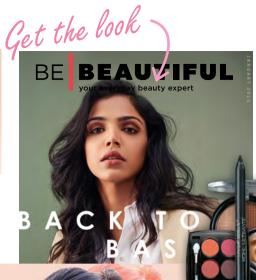
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4 WAYS TO GET THE ULTIMATE GLOW USING MAKEUP

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# EDITOR'S LETTER

he month of September ushers in the change of season as we approach Fall, and also edges us towards the year end. As we enter September, we hear everyone say just one thing—"This year has really flown by." It also sets the mood for a string of festivals that follow over the next couple of months. This may be a different story with the pandemic throwing everything out of gear and leaving us in a never-ending suspense on when all of this will get over. We sit with bated breath and fingers crossed for some divine miracle to salvage the situation, and pray for some degree of normalcy to resume soon.

Nature has given us all another chance to admire all things beautiful, and I think we all appreciate

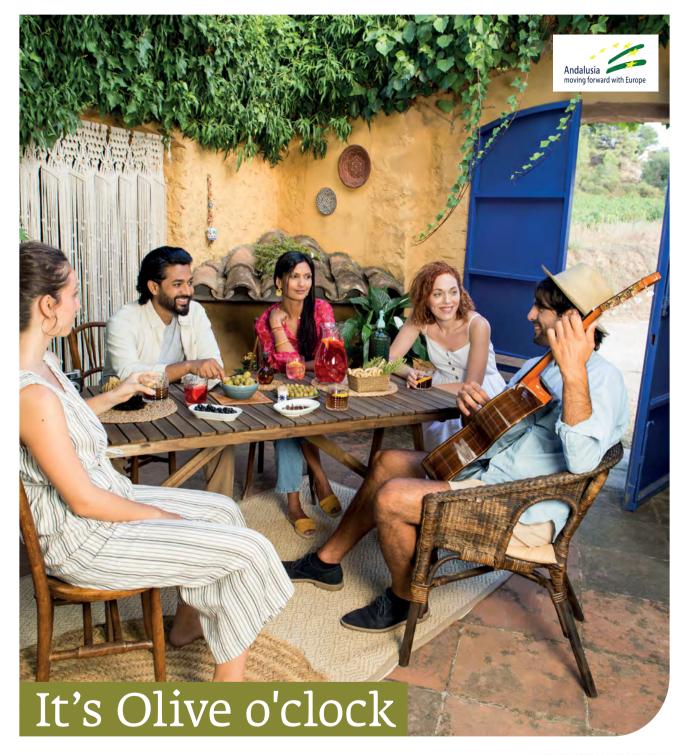
OUR COVER STORY IS ON INDIA'S 20 MOST BEAUTIFUL WOMEN, AND LEADING THE PACK ARE PRINCESS DIYA KUMARI AND PRINCESS GAURAVI KUMARI OF JAIPUR that. This is our beauty special issue, where we also feature all things beautiful across all our different sections. Our cover story is on India's 20 Most Beautiful Women, and leading the pack is the stunning mother-daughter duo of Princess Diya Kumari and Princess Gauravi Kumari, from the royal family of Jaipur. Indian royalty was always associated with luxury and beauty, and our royals were always looked up on as beauty icons. The beauty regimens of the queens and princesses became legendary stories for the world to follow. The present royals are trying to

bring a whole new meaning to the word beautiful—by adding substance to their regal statures. Princess Diya Kumari is one such dynamic woman, who is not just a sitting member of Legislative Assembly from Rajasthan, but also has been actively involved in various charitable foundations and is looking after the family properties. On the other hand, Princess Gauarvi Kumari is a young, bright girl studying in New York, who plans to carry the family legacy forward. In an exclusive interview and beautiful photo shoot at their palace, we capture the bond between them, as they also share their royal beauty secrets, and their vision about the future.

In our other features, the gorgeous and most talented, dusky actor Radhika Apte plays muse to designer Gaurav Gupta. Hear out the current flavour Sanya Malhotra, who outdid herself in her role as turmoiled daughter of the math genius Shakuntala Devi in the brilliantly produced biopic, telling us what it was like playing this part.

We leave you with a lot of more for you to savour in this Beauty Special, and hope and pray for better days ahead. And don't let this dampen your spirits! Get set for all the festival season ahead!



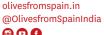


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(For editorial queries, email femina@wwm.co.in)

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MODEL: PRINCESSESS DIYA KUMARI AND GAURAVI KUMARI; PHOTOGRAPHER: ABHISHEK KHANDELWAL; STYLED BY: RADHIKA GATTANI; HAIR & MAKEUP: NATASHA SINGH AND TANGERINE BOLITIOUF SALON: ALL CLOTHES: THEIR OWN



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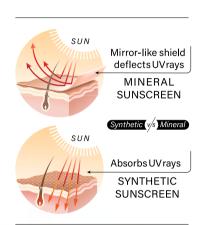
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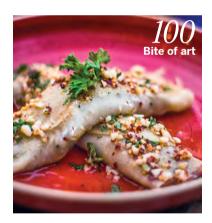
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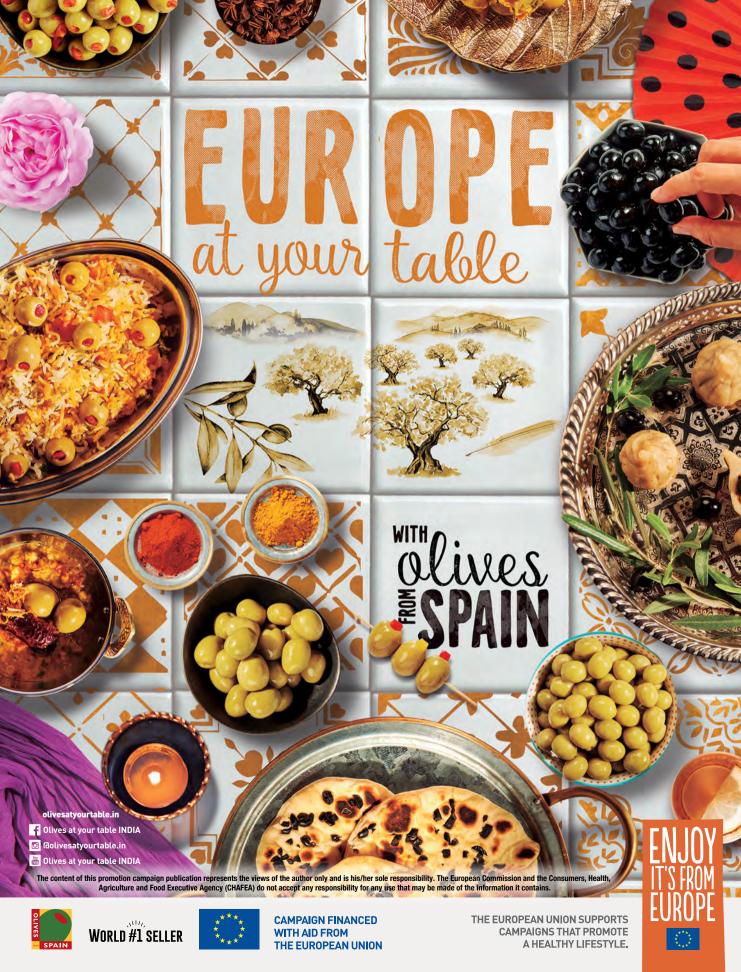
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# RECYCLED FABRICS ARE RULING THE Green jeans.

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Agriculture ahead.



We asked our followers on Twitter about how they are supporting the 'Vocal for Local' movement. Here's what they had to say:



#### Sharon Dsouza @ SharonD34446392

By buying vegetables and fruits from locally sourced vendors or directly from farmers.



#### Priyanka Acharya @ ThePriDoll

I opt for homemade spices or masala mix.



#### Bhamini@ Bhamini66458066

By promoting and encouraging people to choose local, Made in India products wherever they can.



#### Gurpreet Kaur @ Gurpree47672765

I support vocal for local by opting for clean brands of Indian origin for beauty as well as my fashion necessities.

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I am elated to see a defence officer on your cover. It has been long overdue. Thank you. Being an Army kid and wife, to some extent, I am aware of the obstacles and challenges she would have had to overcome to reach where she is. The Army fraternity appreciates the Army officer's work being highlighted here. especially considering

her seniority and achievements. Great work, Team Femina!

#### Renuka Devayya, Bengaluru

Femina's stories have always been inspiring and thought-provoking for me. I specifically loved the accessories edit of sustainable tote bags. They are perfect for what I was looking for and fit in my budget as well. I love the compilation and the fact that there is a range of things one can consider from!

#### Sayali Patil, Nasik

I would like to congratulate the editor and entire team of Femina for curating such a lovely, informative issue on the 'Vocal about Local' movement. I thoroughly enjoyed reading the career story as it broke my preconceived notions of agriculture and farming being restricted just to the rural inhabitants. I also enjoyed taking the La Vida Local guiz, I am the Import!

#### **Chitra Sunderesan, Chennai**

This issue was a complete page-turner for me. Right from the inspiring stories of Dr Madhuri Kanitkar, Harmanpreet Kaur and Alisha Abdullah, to the latest hot favourites in beauty. Being a food fanatic myself, I loved browsing and tried out recipes of Sprouts Chaat and



Mushroom Gallouti. Thank you for bringing out such an immensely engaging issue!

> Shalini Singh, **New Delhi**

Femina's home-grown issue was full of surprises and valuable recommendations. Having splurged on beauty products without

actually knowing its source and ingredients list, reading the beauty story Planet First was an eye opener. How our little choices impacts the earth in such a huge way! I can always rely on Femina to come out with different yet simple stories that connect with the mass easily.

#### Samreen Shaikh, Mumbai

It's interesting to read about women taking on to the world of possibilities; a biker, a cricketer and defence personnel. It gives me immense pride just to know and read about women proving their mettle. What a theme to come up with, inspiring! Somehow, now it doesn't feel wrong when my daughter says she wants to be a rapper.

#### **Ahilya Vaid, Roorkie**

I have been reading about home-grown beauty brands and looking at magazines like Femina pushing and encouraging local brands feels great. I am a beauty blogger from a tier-2 city and I have seen so many people coming up with their brands here. It feels good that they can find their medium in top-notch publications. As a reader and beauty enthusiast, I am happy that Femina decided on the 'Vocal for Local' theme for their August issue. Good work!

Kaashwi Mahata, Agra



# DICESS DICESS

FROM EXQUISITE BEAUTY TO UNMATCHED CLASS, ROYAL INDIA HAS ALWAYS BEEN THE ENIGMATIC FRONT OF THE COUNTRY. **PRINCESS DIYA KUMARI** AND HER DAUGHTER **PRINCESS GAURAVI KUMARI** OF JAIPUR EXEMPLIFY THIS AND MUCH MORE.

CONCEPTUALISATION: **RUCHIKA MEHTA;** TEXT: **ANSHU KHANNA**PHOTOGRAPHS BY **ABHISHEK KHANDELWAL;** STYLING: **RADHIKA GATTANI**HAIR AND MAKE UP: **NATASHA SINGH AND TEAM OF TANGERINE** 



egal, royal India has historically been the true custodian of all things fine. The most natural and refined practices of living emerged inside royal palaces, chalets and havelis. Self-care and beauty practices helming this quest towards using nature's bounty for self-healing and adornment.

Folklore of hamams filled with rose petals, the practice of *solah shringaar*, and the endearing smoke of a *lubaan*, gently adding fragrance to the Maharani's cascading hair. Or even the ritual of lining her eyes with kohl, to not just make them a river of expression but also free of evil eye.

Not just beautiful, but also brave, women of princely India were legendary

figures. Those who defined history through their pristine beauty and strength of character and grit to live life queen-size, besides being the crowned angel who transformed the lives of their people, their *praja*. However, in 21st century democratic India, it is rare to see royal scions who continue to be leaders in their own right, living by their principles and bettering the life of the many who look up to them in reverence.

Femina catches up with two such women, Princess Diya Kumari and her young daughter Princess Gauravi Kumari of Jaipur, who are graciously taking the tradition of royal patronage forward, the care and protection, which their ancestors were known for. One of the few 19-gun salute states, Jaipur's rulers were known to rule through their heart, making the pink city emerge as a culture >





# Diya thanks her parents for the "CAREFUL INCULCATION OF KNOWING WHAT IS RIGHT AND WHAT IS WRONG and always standing for the right values."





and craft centre of Northern India.

This mother-daughter duo is true blue beauties, naturally so. Their porcelain perfect skin, aquiline features and sharp, brave eyes amply giving away their royal lineage. While Diya exudes a sense of character crafted through a life full of experience, Gauravi, even at her young age, personifies the phrase 'chip of the old block'. Add to that the aura of the grandmother, Rajmata Padmini Devi of Jaipur and you have a fable of beauty that is further enhanced by heritage and a precious upbringing.

Princess Diya wears many hats, admitting that she enjoys each one thoroughly. "With every role comes a greater sense of responsibility and the need to give back to society, which is my biggest motivation in life." And one that bears fruit most in her primary role as a Samand as well as BJP General Secretary, Rajasthan Pradesh Samiti. She thanks her loving father, Maharaja Sawai Bhawani Singh, for grooming her with a sense of discipline that she imbibed observing him at work, a Maharaja and a Brigadier in the army. "My father taught me to always respect time. To create a routine which you follow day after day. Hence, I reach five minutes before any public function, a practice that goes a long way in building people's trust," she says.

The other important thing that she thanks her parents for is the, "careful inculcation of knowing what is right and what is wrong and always standing for the right values." Which she does, vociferously so, speaking with such conviction on all forums. Otherwise a soft spoken, gentle lady, Diya is often seen raising issues in parliament and speaking with gusto. "It is not tough to speak out if you are backing your beliefs. And I must say that I totally resonate with the egalitarian and democratic cadrebased beliefs of my party." >



# "More than beauty, TODAY WHAT WE NEED IS IMMUNITY. Women need to eat healthy and fight the virus."



A rising star in the BJP state cadre who will surely play a pivotal role for her party in times to come, especially at the State level, above all she wants to play the role of a positive opposition. "Rajasthan is a state where everyone knows me and my family. Historically, we have played an important role in the development of Jaipur's people and now, when in opposition, I never let the inner voice down. More than ever, I feel like a custodian of the common man's fundamental rights that must be respected," Diya says.

She adds that her time today is mostly invested in politics. "Now, as an MP, I am not just a voice for my constituency, Raj Samand, but, I like to back national and global issues concerning every Indian. For me, it is important that the right issues must

be raised in parliament."

A true custodian of her regal lineage, and a nurturer of history and heritage, Diya has used the lockdown to upgrade the museum experience within the City Palace. Heritage seekers are stumped with the élan with which visitors to her home, the City Palace, cannot just revel in the costumes, armaments, art and craft heritage of the erstwhile rulers, but also relive that era. To the various museums she is now adding The Transport Museum. "It will showcase every means of transport that is archived as our collection, be it a palanquin used by the women of the jenana, a chariot that carried the Maharaja to war or a vintage car collected by our ancestors," she informs. As trustee of the Sawai Man Singh Museum Trust, she is grooming her son Maharaja Padmanabh Singh to turn into the role of custodianship. "He takes avid interest in the legacy and now that he is home from college, he is investing most of his time in working on the museums." The work on starting a virtual gallery experience is underway. "The youngsters are much more adept at creating online experiences and now through the virtual gallery we can reach out to experts globally and host talks, webinars and demos with them," she informs.

Ask her of the beauty regimen she follows, and the gritty, beautiful woman smiles, "More than beauty today what we need is immunity. Women need to eat healthy and fight the virus." Ask her of the beauty legacy of Rajasthan and she smiles again, "Our women have to thank the sun for giving us enough vitamin D and keeping us radiant." She herself loves using the kohl her mother makes. She also keeps consulting her daughter on creams to use. Other than that, she feels rose water and a few natural therapies are enough.

Diya Kumari's dress sense is a reflection of her leader's call to go vocal for local. She is mostly seen wearing the legendary leheriyas of Rajasthan or block prints from Sanganer, a school nurtured historically by her family. Her embroidered saris too are from small, craft-based home-grown brands.

A proud mother of three kids, Padmanabh, Lakshya Raj and Gauravi Kumari, Diya is grooming her daughter to work with her craft-based NGO, Princess Diya Kumari Foundation (PDKF). A sustenance project that empowers women craftsmen, the Foundation has grown today to also employ women in two newly developed centres in her constituency. This craft project is engaging the interest of her beautiful daughter Princess Gauravi who is currently doing her graduation in media (major) and fashion business studies (minor) at New York University. "I am so happy that Gauravi is working while she is here to develop products that are young and fashionable and also use her sense of business in creating a retail story with the products."

She hopes that Gauravi turns into a legacy keeper like her. But what if Gauravi steers eventually more towards media, her major subject in graduation? "I am happy to support my children in whichever career path they adopt," shares this liberal mother who bonds with her daughter over the usual girlie things. "She is my go-



Diya is grooming her daughter to WORK WITH HER CRAFT-BASED NGO, Princess Diya Kumari Foundation.



to for beauty advice. We shop together on holidays. We do Pilates together and most importantly, we share a relationship of camaraderie where we can discuss just about anything."

Back home and taking online classes, Gauravi is excited with her role in PDKF. "The women are making such exquisite products. Their mastery over their craft is remarkable. All they need is to nudge their >

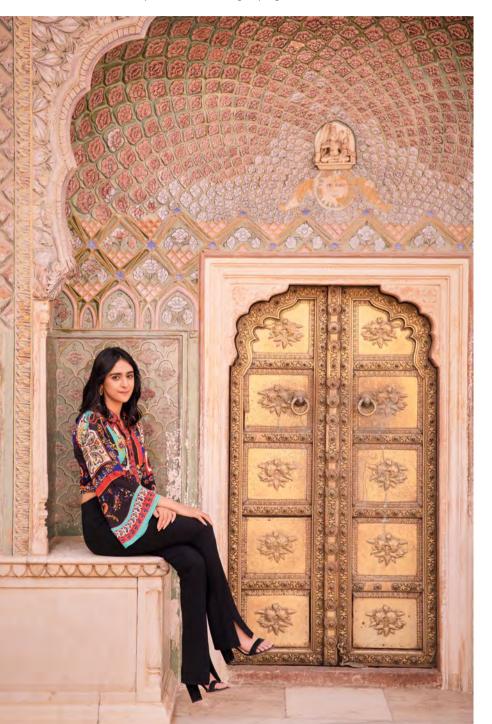


design sensibility in the right direction and turn PDKF into a great, rooted, craft based, globally relevant brand." Hence, Gauravi is busy designing bags, accessories, fashion knick-knacks and dresses with the craftswomen.

Gauravi, who looks like a splitting image of her mother, smiles and says, "People also say I look like my *nani* which is an equally big

# "Nani shares so many important NUGGETS OF HISTORY THAT SHAPE US IN OUR ROLE as people who will keep our legacy alive."





compliment. Both mom and nani are the biggest role models for me. I respect the dignity with which my mother has led her life. How she has been a backbone to all three of us. Nani, on the other hand is my pal, our nurturer. She fills us up with so many stories of the past. So many important nuggets of history that shape us in our role as people who will keep our legacy alive."

Gauravi also looks up to big brother Padmanabh who is a friend today more than anything else. "We can confide in each other, share our issues." Thanks to him, she is also learning to love horses. A natural beauty, she insists, "I prefer to use minimal makeup, especially during the day. But when I do wear it, I like to keep it radiant and fresh."

"Something I'm very particular about is my sunscreen. My go-to makeup look is little bit of concealer, a mascara, bronzer or blush and *kajal*, occasionally. We make it at home, I've been wearing it since I was a child. My favorite makeup item is the Dior Addict Lip Glow. I also love some of the NARS blushes." For skincare, she relies on rose water and natural face masks. "Both mom and I use them for hydration and nourishment."

Gauravi likes to wear off beat brands like Jaquemus, Alice and Olivia, and Reformation. "I also love mixing pieces from brands like Chanel and Gucci with Zara and Aritzia." Once home, she loves to dress up in her *poshaks*, chiffon saris and Indian wear. She loves her legacy and admits, "Rajasthan is where I truly feel I belong."



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## PRIYANKA CHOPRA JONAS

The Quantico girl, Mrs Nick

Jonas, the only Indian actor to reach global acclaim, Priyanka's is a persona only a handful are blessed with in this world. Whether it is an Armani power suit, a Dior gown, an Elle Saab Dress or even an Hermes scarf

suit, a Dior gown, an Elle Saab Dress or even an Hermes scarf carelessly flung across a deep neckline, Priyanka can carry any look with inimitable elan.

Both in Bollywood and in Hollywood, she has held forth her position of perfection through the sheer grit of her personality, the depth of her acting. A lotus eater and a global celebrity, Priyanka's beauty is a matter of India's pride.



## *AISHWARYA* RAI BACHCHAN

India's Ambassador at Cannes, the super star who stormed cinema's dynamic persona with her drop-dead gorgeous looks, a Bachchan bahu and also a classic Konkan beauty, Aishwarya Rai Bachchan is a persona fables are made of. One that got her to bear an international title, walk the head ramp and model for many ads before she made her way towards movies, acting in many meaningful roles.

Aishwarya's blue eyes are bearers of a beauty worth a million dollars. Her's is a face on which rest many, many brands. An actor who did immense justice to each role she played, today, as a protagonist of good cinema, a doting and devoted mother and a happy wife, she is a poem of perfection. >



Unbelievably beautiful, her shining bright skin, pink cheeks, crimson lips and flowing tresses are what naturally beautiful fairies are blessed with. In her mother-in-law's words, she looks as beautiful when she has tumbled out of bed. A prodigy of the Kapoor *khandaan*, a super star, an equally super mom to Taimur and now also the Begum of Pataudi, Kareena looks like a maharani, born with expressive eyes and a sense of chutzpah that lights up her world.

## *KATRINA* KAIF

\*8\*

Possibly the most sultry siren in Indian cinema, she, half British, would also be voted as the most stylish, sensual and sorted actor of the current era. Katrina Kaif stormed on to the silver screen as the discovery of Kaizad Gustad. Debuting in his parallel movie, Boom, she bloomed through a row of hits, one after the other.

Her roles turned legendary for their sense of panache as did the looks she flaunted onscreen. Whether it was the haute pink bustier sari in Singh is King, the chic and sporty look in Zindagi Na Milegi Dobara or the personality transition she seamlessly flaunted as the British-born desi girl in Namastey London, what shone through in all these roles was Katrina's splendid looks. Last seen in Anurag Basu's Jagga Jasoos, opposite her Ranbir Kapoor, Katrina is a stunner if there was any.





FOR FRANCHISE ENQUIRY: +91 7304963991 | franchisee@feminaflaunt.com



## **MADHURI DIXIT NENE**

She immortalized dance as the

dhak dhak girl, her smile lit up her perfectly, chiseled face as bright as the light from a million bulbs. Her spontaneous acting, deep voice and effervescent personality made Madhuri Dixit a super star instantly. Khal Navak, Tezaab, Ram Lakhan, Devdas, Dil To Pagal Hai, Gulabi Gang... the height of her fame and the depth of her performances has not been emulated till today. Nor has the poetic movements that her perfectly poised body is capable of. A row of hits, a controversy-free presence, a perseverance to work hard and an inborn ease with which she melted into each role got her fame at a young age. A need to create her own love nest, be a wife and mother prompted her to fly into near anonymity, to the US, Only to come back to regain her place in the heart of fame.

## RADHIKA APTE

Her drawl, her eyes that seem to dart through your soul, her calm yet deep demeanor and her



She arrived in tinsel town as a balika badhu in Satyajit Ray's Apur Sansar, part of the famed trilogy. She then turned towards Bollywood, acting as a slender Kashmir ki Kali, a sultry siren for an Evening in Paris, a troubled daughter in Anupama, a wronged woman in Amar Prem and the defiant daughter in Mausam. Whatever role she played, her beautiful face that reflects the Tagore lineage, shone through, her dimples adding a sense of innocence. Carrying on her crusade in support of feminist goals, Sharmila, even as the Begum of Pataudi continued playing meaningful roles in cinema. At the same time learning music, playing the bahu, supporting noble causes and bringing up three great kids. Sharmila is a dream muse for heritage and hand-crafted design. Her love for fine things reflects in her cultivated understanding of art, her inherent style that adds volumes to any look she supports and the amazing depth with which she carries off a weave, a block print.





# *DIANA* PENTY

\*\*\*

Diana Penty began her modelling career as an Elite Model, quickly making her acting debut in 2012 with the romantic comedy film Cocktail. Her role as a freespirited runaway bride in the comedy film Happy Bhag Jayegi garnered her great praise, and the film too, went on to become a great commercial hit. Diana made her runway debut at the Indo-Italian Festival for Italian designers Nicola Trussardi and Gianfranco Ferré She also featured in print campaigns for some of India's most prominent brands. Half Parsi and half Konkan Christian makes Diana look like a beautiful Anglo-Indian from Goa with a soft smile lighting up her face. >



## **KIARA ADVANI**

**153** 

Her porcelain skin is a perfect eulogy to the fabled Indian goddess, personified in Raja Ravi Varma paintings. Her looks are near-ethereal. Kiara Advani is, at such an early stage of her career, proving that looks and talent do go together. Her skill in combining good acting with pristine perfection are getting her noticed by fans and critics alike. Her sharp Aryan features shine through in each of her cameo, be she acting as the demure, middle class bride opposite Vicky Kaushal in Lust Stories, or her role as MS Dhoni's love interest and then wife opposite the dynamic actor, Sushant Singh Rajput. Hers is a delicate beauty, almost as if touching her will have this fairy evaporate into thin air. Kiara does best justice to Indian ensembles and has found her way to most fashion glossy covers.

## *ANANYA* PANDAY



Daughter of actor Chunky Panday and entrepreneur Bhavna Panday, Ananya is a beautiful, young influencer, actor and model. A bright spark who expresses her views on a range of eclectic subjects, Ananya speaks with immense depth and exudes a poise that far exceeds her age.

An Instagram rage and one to rise to instant fame in the Bollywood's gen-next category, Ananya's dress style is edgy and sharp, understatement and subtlety emanating through every look she creates. A combination of her father's pahadi, sharp features and mother's cosmopolitan personality, Ananya is now all set to make her mark in the world of cinema.





# SONALI BENDRE BEHL

A survivor who has lived her life with rare grace. Even when fighting the most devastating disease, her pristine beauty shone through. A mother, an amazing actor, the first choice for playing jury to emerging talent and wife to Goldie Behl, one of India's most loved Director, Sonali Bendre Behl is a beauty first and everything else thereafter. Right through her treatment she exuded an air of such calm and peace, her son and husband always by her side. She set an exemplary example for others fighting the deadly disease to follow. For Sonali, reading books is as crucial as wearing a stylish sari with a stunning necklace and flashing that million-dollar smile. Beauty like hers makes life an endless celebration. >



PHOTOGRAPH: SARRVESH KUMAR

PHOTOGRAPH: TARUN KHIWAL



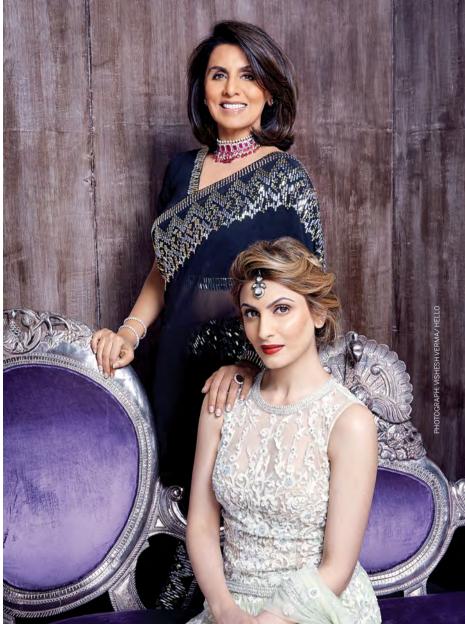
## *MALLIKA* SARABHAI

If you wish to see her soul, you simply have to peer through those expressive eyes of a danseuse. Her graceful body moves to a rhythm divine and her powerful voice is often raised in support of social causes. Mallika Sarabhai,

dancer, performing artist, activist and a scion of the Sarabhai Trust wears many hats, each one more intense than the other.

Mallika is behind many hard-hitting roles in theatrical works like Shakti: The Power of Women and Sita's Daughters. She is a director and actor in numerous productions reflecting current issues. Her scripted play Unsuni based on Harsh Mander's book Unheard Voices, raises awareness amongst children in elite schools of the real issues facing India's marginalised. Hers is truly a voice for women's rights and a beauty that reflects through its soul.





## *NEETU* KAPOOR *AND RIDDHIMA* KAPOOR SAHNI

One is a feisty, free spirited sardarni who emblazoned Indian cinema of the '80s, the other a demure, perfect beauty of Peshawar. Mother Neetu and daughter Riddhima share a fire of perseverance that shines through their faces. An inner strength that the world witnessed on losing its evergreen hero, Rishi Kapoor: The husband Neetu loved at first sight and a father who meant the world to Riddhima.

Riddhima is a Kapoor beauty, her fair complexion and sharp features a reflection of the grace personified by the women of North West Frontier Province from where came her grandfather and great grandfather. Married off at a young age to a leading family in Delhi, Riddhima is carving a niche for herself as a designer of petite and pretty jewels: charm bracelets, casual wear diamonds and strings. Mother Neetu, meanwhile, is proving the idiom true of aging with grace. The girl with chutzpah whose pairing with hubby Rishi was legendary, Neetu as the young doctor in Amar Akbar Anthony, or as the girl with panache in Rafoo Chakkar etc. Today, the grandmom and mother to super star Ranbir Kapoor, Neetu is an epitome of elegance. >

### SHOBHAA DE

**\*8** 

Her charisma is inimitable and as glorious as the words that come together in her bestsellers. The rare beauty of her face reflects the depths of her feisty soul. Journalists who worked with Shobhaa De in the '80s were witnesses to her strong grit and will to charter her own path in life. So stumped was the world with her looks, poise and personality, that she instantly had a trail of fans following her every whim and fad. A trail that has never diminished ever since.

An author, speaker, thinker and culture afficionado, Shobhaa enjoys being a mother the most. In her wardrobe can be found the rarest of weaves and heirloom jewels, collected over the years. Be it a rich Paithani that she got woven in the unconventional colour, black; a revived Ashawal or just a nice cotton check from Maheshwari, Shobhaa pulls off each look with her rare beauty.





### *AYESHA* THAPAR

×8 8×

An heiress, a protégé born with a silver spoon and a young lady privy to the finest life in Lutyens' Delhi, Ayesha's beauty took her to the centre-stage of crème de la crème existence. Her sultry looks and lissome body along with her intelligence and business acumen made this heiress the first choice for many glossy, society magazine covers.

A globally acclaimed head honcho, president of Soft Bank then, Nikesh Arora wooed this seemingly trophy wife who actually is as much brains as beauty. Today a mother and the gracious wife of this tech leader, Ayesha is at the helm of upper crust life in Palo Alto.

PHOTOGRAPH: ASHISH CHAWLA/ HELLO



### *NAVYA NAVELI* NANDA

Sometimes a legacy defines you so strongly that you spend the initial years of your life matching up to your elders. After all being the granddaughter of Jaya and Amitabh Bachchan, and Ritu and Rajan Nanda must be tough.

Yet, Navya Naveli Nanda, a scion of the first family of business and cinema, exudes a humility that is rare. She is amongst the most popular star kids in B-town. The young lady has a huge fan following and is a paparazzi favourite.

Recently, she launched a platform for women, Aara Health, to discuss health issues and proudly celebrated her graduation. A best friend to her mother, Shweta, Navya can carry both an Abu-Sandeep ensemble as easily as a jeans and tee look. A carbon copy of her mom, though a bit of dad Nikhil's complexion and sharp nose too, adds up to make this girl gritty and gorgeous.





### SHOBHITA DHULIPALA

Chair Indeed made in begun her contacted feet was ablained through

She is indeed made in heaven, her sculpted features shining through even when all she carries forth is a sharp red chiffon and *jadau* necklace look. The lead actor in the Netflix series *Made in Heaven*, Shobhita's is a true beauty. Her sharp wit and great acting prowess adding to her looks.

A face worthy of launching a million brands, Shobita takes both her acting and modelling career very seriously and is simply poised to become the next star of meaningful, content driven cinema.

# **EALLABOUTYOU**

ATTRIBUTES AFFECTING A CONSUMER'S BUYING PREFERENCES OF A PRODUCT BASED ON A PICTURE



### THROUGH THELENS

Product photography has become a niche in the field, especially for the beauty industry, finds **Aishwarya Acharya** 



ave you ever wondered, what is it that makes you click on the 'buy' button every time you see something you like? Do you realise you are drawn towards buying products that look real and appealing at the first glimpse? It is a part of the marketing strategy, to have greatlooking product images in place so customers are lured into making a purchase. And of course, if there are pictures, there will be photographers!

Over the last few years, there has been an influx of product photographers in the field to keep up with the demand. With everything digital taking centre-stage in recent times, product photography has come to be a full-fledged and sought-after career option. With more mediums and opportunities at disposal, the creative space for aspiring photographers is expanding. Read on to know more about it and how it is the next big thing in the beauty business.

#### PRODUCT PHOTOGRAPHY

While the essence remains the same, lifestyle product photography is a commercial form of photography that aims at presenting a product in the best way possible to the customer. This has driven a large number of freelancers in the beauty industry. There are different types of photography one can take up. "E-commerce or white background product photos clearly shows the buyer what a product looks like, lifestyle images are curated and styled in controlled environment with real props to depict specific lifestyle use of the product, flat lays which is trending currently, are images taken from top angles," says Juielee Vedak, photographer and co-founder at Gandharva Productions, a product photography and video production house.

Vedak also suggests there are courses specifically designed for those



who are either aspiring photographers or are already in the field. They help obtain technical knowledge, but self-learning and practice is equally important. "Any brand needs a basic product image for their e-commerce website, be it B2B or B2C, to educate their buyers. Professional product images help customers choose between various products based on appeal. They try to create their space on social media by creating awareness and pushing their product placements, thus communicating with the audience," says Vedak.

### BEAUTY REQUISITES

Beauty industries, across the globe, has specifically benefited from this as the entire business thrives on the way products are projected. A customer is more likely to buy a product that is aesthetically shot than a product that's not. It takes both, technical

PROFESSIONAL PRODUCT IMAGES HELP CUSTOMERS CHOOSE BETWEEN VARIOUS PRODUCTS BASED ON APPEAL



skill and strategy to create imagery that positively drives purchases. Mini Sood Banerjee, assistant director and head of marketing at Innisfree India, sheds light on what they look for in a photographer while hiring him or her, "An experienced person having sound know-how of shooting the products is necessary. Knowing how to shoot textures of lotions, creams, toners, and makeup adds value. Also, a photographer's understanding of the brand really makes a huge difference."

Massive expansion of digital media has made way to broader horizons for photographers especially in the beauty industry. "With online presence growing by the day, brands have various channels to demonstrate their products," points out Vedak. The tools to market one product by brands or an individual photograph has widened with increasing importance of advertisements. "The >

CLICK HERE TO READ MORE

#### ALL ABOUT YOU career

need to have a constant recall value in consumer's mind, marketing tools like prints and social media plays a significant role. Product photography becomes essential as mediums like magazines, hoardings, banners, and social media are important for marketing. Hence, businesses can now show their product with no hustle," adds Vedak.

#### **CASH RINGER**

According to an American weekly news magazine, the most expensive photograph to be sold was valued at \$6.5 million by Peter Lik. Back home, a product photographer can earn via multiple channels. One can be a salaried photographer, a freelancer, contractual photographer or could earn by profit sharing. "Mostly, the photographs are priced per image. However, there are some

### JUIELEE VEDAK SHARES HER TWO BITS FOR AMATEUR PHOTOGRAPHERS

- → Use natural light as much as possible.
- → Place products near the window and use curtains as a source of soft light.
- → Alternatively, you can also use direct sunlight and play with shadow effects.
- → While attempting a flat lay, choose a clean background.
- → Stick to a simple colour palette.
- → Focus mainly on your hero product.
- → Use multiple props like accessories or décor items to add variation.

photographers who charge per day. So, it really depends on your standing with the brand or company you deal with." In fact, a well photographed image either on website or social media can translate in sales thus deriving profits. "Most of us scroll through our social media handles multiple times in a day and are bound to come across information on product offerings, events, news etc. Therefore, a skilled product photographer is absolutely necessary. It draws more customers and leads to an increase in sales." shares Sood Banerjee. This builds a strong portfolio which makes the photographer stand out in negotiations.



Earlier, companies had limited options to communicate with consumers. In past few years, digital media has expanded and so has content creation, believes Vedak, especially due to the pandemic. So, the focus has shifted online as nowadays, people are more hesitant to visit malls and showrooms. As long as there are online marketplaces, product photography is bound to play a huge part. "Along with photography, product styling is key to making an image more attractive. Styling not only makes the image appealing but can also send the right message to the audience," adds Sood Banerjee.

Today, social media influencers who possess a deliverable knowledge of product photography are minting money like no other. With more time at home and internet, vanity has become the next big thing as pictures indeed speak a thousand words!



### ANUSHKA SHARMA

Recipient of Nykaa Femina Beauty Awards Beauty Icon of The Year 2020, Anushka Sharma steals the limelight not only with her acting prowess, but with her flawless skin too. Swearing by using at-home ingredients, Sharma's night-time routine involves applying coconut oil to her face for moisturisation. She also advocates using mashed bananas as a cleanser. If oil and bananas are all what it takes to have a skin like hers, what are we waiting for?



Taking a leaf out the beauties' beauty books, **Aishwarya Acharya** finds the secrets to their glowing skin

rom grandma's kitchen ingredients to today's stacked up shelves of targeted skincare and makeup products, every individual's secret to a glowing skin is different. The constant isolation has refocused many beauty

regimes into skincare and homemade alternatives more than their cosmetic counterparts. Take a cue from these Bollywood beauties, whose simple skincare hacks can never be one too many.



### **KAREENA** KAPOOR KHAN

If you are obsessed with Bebo's Instagram for its sass. kaftans and zero makeup selfies, you are not alone! Kareena Kapoor Khan might make it seem unachievable, but that glow on her face can still be aimed for! She relies on a raw honey facial massage for its antibacterial and moisturising effects. Additionally, she also loves slathering almond oil on her face—a tip she received from her mother.



Jonas has a list of beauty rules, many of which she has learned from her mother. Chopra Jonas falls back on virgin coconut oil for makeup removal, hot coconut oil for a relaxing head massage and an *ubtan* mask to uplift tired and dull skin. Yoghurt, lemon squeeze, a pinch of turmeric and flour is all you need for this diva's DIY scrub.



The Bharat actor defines beauty, brains and business like no other. A firm believer in moisturising the skin, she first starts with hydrating her body with loads of water.

Next, she moves on to two foods that work wonders for the skin—acai berry and wheat grass powder, for their anti-ageing and detoxifying properties. Kaif also regularly consumes natural supplements derived from these superfoods.



There's no denying that Kriti Sanon is blessed with naturally beautiful skin. However, it does take as much effort to maintain it as is. Besides using the right products to keep her skin from undergoing

photo damage and other woes, Sanon maintains a healthy balance in dietary intake. A glass of fresh vegetable juice to detoxify the system every morning and a DIY face pack comprising aloe vera, turmeric and lemon squeeze forms her natural

skincare routine.





Are you in a relationship rut? **Aishwarya Acharya** tells you how to reboot and bring back the magic



elen Keller once

in the world cannot be seen or even heard, but must be felt with the heart." Of course, she was talking about relationships. A relationship thrives on emotions, desires, compatibility, expectations, and love for each other. So

what does it take to have a successful relationship,

especially given the inevitable fact that life comes with its

said, "The best and most beautiful things



### IDENTIFY THE CRACKS

In order to introduce life back into a lacklustre relationship, figuring out the source of the muddle is a prerequisite. The key is figuring out why you and your partner are not in sync or taking wrong turns when it comes to effective communication in the relationship. After identifying underlying issues, working towards cementing your bond and priorities can further pave the way into restructuring your relationship. "Poor communication, imposing rigid belief systems that may not accommodate your partner's emotional needs or perspective, or making assumptions and judgements towards each other can all be considered weeds of an unhealthy relationship. Identifying and working on those

factors as a team always works," suggests Mimansa Singh-Tanwar, consultant clinical psychologist, Fortis Healthcare. In the case of husband and wife Surai and Manisha Gulavane\*, their relationship was rapidly spiralling downwards due to professional insecurities. "I was earning more than Suraj did, and that showed in our regular conversations. Although he wouldn't express it blatantly, I knew that was the case since we started growing distant after my big promotion. Our differences became prominent; small arguments would flare into big fights. A couple of sessions into couple's therapy, he and I both figured out where we faltered and eased our way into it," says Manisha, revisiting the time their relationship almost hit a dead end. If you find it difficult to steer sensitive conversations without guidance, seeking help from an expert can be really beneficial.>

RELATIONSHIPS CAN BE NOURISHED TO HEALTH WITH A LITTLE TLC. MORE THAN 'TENDER LOVING CARE', IT IS 'TOGETHER LET'S CONTRIBUTE'.

### REFRAME YOUR NEEDS

A relationship is where you seek comfort and companionship, somebody to lean on, as well as celebrate each other and your individuality. It is coming together and being there for each other, without losing your individuality. "The foundation of a strong relationship depends on how well a couple shapes their relationship identity by balancing the 'we' and the 'I' in the relationship, It is about teamwork, and fulfilling roles and responsibilities that go beyond gender stereotypes and societal influences," says Singh-Tanwar. What is often stated as equality in the relationship is achieved not by a scalable measurement of equal efforts but through mutual support that couples provide by being sensitive and accommodating of each other's needs. Mumbai-based psychologist, Sushreeta Sule believes mutual contributions go a long way in rebuilding relationships. "Relationships can be nourished to health with a little TLC. More than 'tender loving care', it is 'Together Let's Contribute" she savs.





### NAVIGATE EXPECTATIONS WISELY

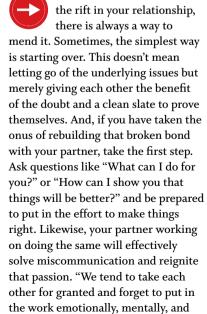
Any healthy relationship is about selfless give and take. When relationships start to resemble business deals, there is no room left for emotions. Instead, experts suggest resorting to a show of unconditional affection, without expecting anything in return. Sule adds, "Imposing unrealistic expectations like being able to cook a lavish meal, manage the household, and earn a decent living on your partner tend to carry a great deal of weight. As a result, when there is a great deal of weightage tied to a certain action or expectation which the partner cannot fulfill, there is a high likelihood of experiencing stress and fatigue in the relationship. Hence, it is important to first change the way you look at the dynamics." She also adds, a simple change in your responses towards your partner will make a huge difference. Instead of dismissing an idea, suggestion or a discussion, perhaps be more accepting and have a conversation around the same. Mumbai-based relationship expert and author, Shahzeen Shivdasani advises, "Don't expect things to change overnight. Good relationships are normally a series of good habits. It's the small things that we practice daily. Do not presume that your efforts have gone unnoticed, unheard, or feel unloved, or underappreciated. Everyone has their own ways of dealing with their own pressures. Be patient, and understand that effort is key."



### A SIMPLE CHANGE IN YOUR RESPONSES TOWARDS YOUR PARTNER WILL MAKE A HUGE DIFFERENCE.



### FUSE THE BROKEN CONNECTION



physically. Open up to one another

Whatever the reason for

and have deeper conversations about life and your feelings. Try taking out some free time and reviving your stagnant sex life—cuddle, hug, kiss, and flirt with each other for starters. This will fix your sexual blues," advises Shivdasani. Communication is often regarded as the founding stone of any relationship, romantic or otherwise. However, what many tend to overlook is the importance of being a good listener as well. "Attentive and empathetic listening which reflects curiosity, relatedness; verbal and non-verbal emotional validation to express compassion and love is the most effective way to rebuild that lost connection. Creating a safe and judgement-free space for expression will go a long way," insists Singh-Tanwar.

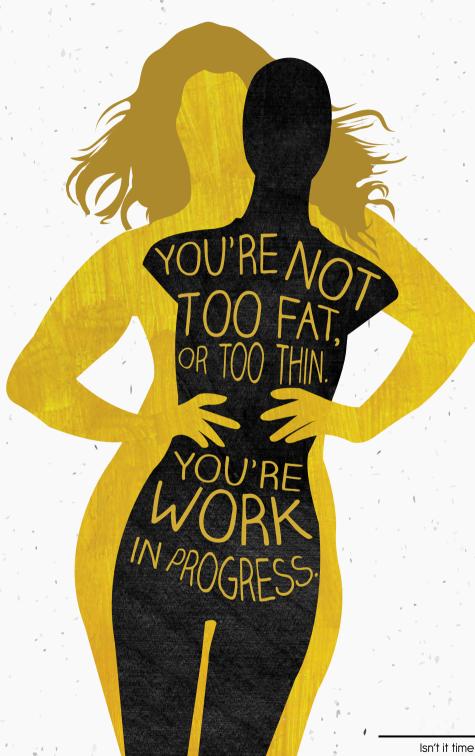
Relationships, just like wine, get better over time. While some tend to fall into disrepair, with effort and nurturing, you can rebuild your relationship and stay true to what really matters.







### FEMINA BE UNSTOPPABLE



Isn't it time we did away with the 'perfect body' myth? Let's talk. @femina.in/fitness





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### TRANS-SEASONAL BASICS

The CORE collection of Eká by Rina Singh is all about the subtle monotones on classic silhouettes, functional for both work and play. This line features handwoven Indian attire, with crisp-cut tailoring for a contemporary effect. Stripes and checks are incorporated interestingly on cotton and linen fabrics for a multiple pattern effect.

Price: ₹3.500 Available at: ogaan.com



### THE SPARKLING SQUAD

Atelier Swarovski launched its latest collection with Warner Bros and DC to invoke some superhero spirit in these testing times. It is a lethal combination of strength and femininity, armoured with exemplary craftsmanship and style. The collection contains Swarovski-laden bracelets, earrings, necklaces, and the iconic Wonder Woman cuff.

Price: ₹5.490 Onwards Available at: swarovski.com

# FEMINA'S ROUND-UP OF LATEST NEWS, VIEWS, AND BUZZ IN FASHION



### DIAL IT UP

Longines, the Swiss watch makers, launched the newest additions of men's watches with their DolceVita collection. Starring rectangular cases, popular from the '20s, along with the stainless steel dials which come in a variation of blue and white. You can personalise it in your own way with interchangeable straps of eight technicolour summery shades.

Price: On request Available at: longines.com

#### **CLEAN KICKS**

RSVP to the union of sustainability and innovation with the Nike Air VaporMax 2020 Flyknit. Crafted from recycled and raw elements, these athletic trainers are vibrant with warm muted tones that add on to its aesthetic. With the Nike FlyEase innovation for enhanced comfort and ease, we present to you the new everyday shoe.

> Price: ₹16,995 Onwards Available at: nike.com



Price: ₹3,950 Onwards Available at: ampm.in and AMPM stores >

comprised relaxed

dhoti pants, jackets.

scarves, and tunics.

silhouettes like kaftans,





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### TIME TRAVEL

Two of Bylgari's iconic silhouettes were reimagined and freshly launched. Portraying timeless luxury, the brand-new BB Aluminium unisex watch back the '90s vintage model in black and white. The second silhouette is the new Serpenti Seduttori Tourbillon watch. The unique, small-sized women's Tourbillon is specially designed to fit inside the sleek dimensions of the serpenthead case of the latest incarnation of Bylgari's most iconic watch—Serpenti.

**Price:** On request **Available at:** bulgari.com

### ROMANTIC EDGE

H&M collaborating with the daring aesthetic of Sandra Mansour is a match made in heaven. Inspired by natural elements, this collaboration plays with monochromatic earthy tones spread over sheer, delicate fabrics. The centrepiece of this line is romantic flares, and ruffles stained with a modern edge to exude power while celebrating femininity.

Price: ₹1,300 Onwards
Available at: hm.com and
H&M stores



### **JUNGLE BOOK**

Get the festive mood going with the vivacious capsule collection of Good Earth, Savannah.

African sensibilities are infused in this collection with geometrical and floral patterns in a bold colour palette. Slip into the easy-breezy silhouettes this line has to offer, carefully crafted out of lightweight fabrics like silk, cotton, and linen.

Price: ₹10,500 Onwards Available at: goodearth.in

### **GREEN REIGN**

Samatvam by Anjali Bhaskar boards the sustainable train with a plant-based capsule line-Pure. Crafted from the fibres of eucalyptus, orange, banana, and aloe vera plants, these natural fabrics have various soothing properties that make for a silky touch on the skin. The garments display hand-painted quirky embellishments and traditional embroidery over a palette of warm pastels.

Price: ₹9,000 Onwards
Available at:

samatvambvanjalibhaskar.com



### **ARM CANDY**

FENDI FW'20-21 collection hits the online stores soon with the Peekaboo bags featuring muted, warm tones. A new accordion-frame shape is the canvas to Silvia Fendi this year, engineered with high-quality materials for longevity and timelessness. On the features front, these bags display inside pockets, interchangeable with smooth leather and wild skins, all with subtle details.

**Price:** On request **Available at:** fendi.com







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#### RAHUL MISHRA

"Taking the Indian rural society and numerous local craft-based communities into account, we hope to support the system as a whole by creating more employment opportunities and inclusivity. Upon identifying the desired craft, we deconstruct it and with suitable design intervention, redefine its application in our clothes while keeping its integrity and individual characteristics intact. If craft has to sustain, it must evolve with time, and, as a designer, it is my responsibility to facilitate that transition in my best capacity."

Leading designers take **Ruman Baig** through their

process of handcraft revival,

and how going local has helped
their brand find its niche



### ANTAR-AGNI (UJJAWAL DUBEY)

"We at Antar-Agni use handlooms not just because the fabric is handwoven, but also because we love the characteristic of the outcome. The idea is not to put a textile in a box and create only a certain type of garments with it. We love making tailored jackets of handspun fabrics since it offers an interesting juxtaposition of the silhouette and textile. We, as a country, should also look forward to the idea of using 'handmade', thus converting our population into our strength."



"If craft has to sustain, it must **EVOLVE** WITH TIME, AND, AS A DESIGNER, it is my responsibility to facilitate that transition."

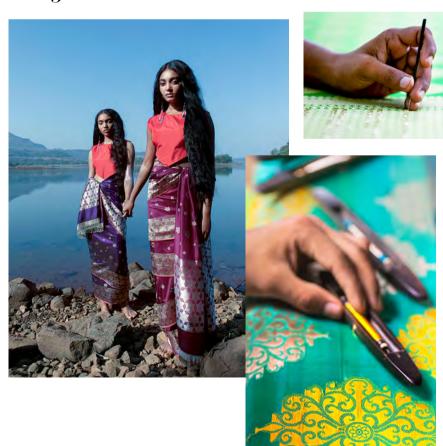


# "When it comes to modernising a handcrafted textile, THIS CHANGE PRESENTS ITSELF IN THE DIVERSITY of presentation and carriage, not in the inherent character."



### EKAYA (PALAK SHAH)

"Ekaya believes in the timelessness of handcrafted textiles. Change is indeed the only constant. But when it comes to modernising a handcrafted textile, this change presents itself in the diversity of presentation and carriage, not in the inherent character. For example, a traditional bridal A-line lehenga to match with a choli, and a gathered A-line skirt to match with a balloon-sleeved blouse may be fashioned out of the same textile. The final looks maybe different. But both will appeal to the modern wearer as versatile heritage investments for the present, and the future." >



#### FASHION face-to-face





# "What differentiates our CLOTHING IS THE WAY THAT WE RETHINK traditional brocades."



"To this end, we develop handloom silks in our signature colour-blocked palette, but in textiles that drape and feel a certain way. We develop them with wool, cotton and linen, because different weighted fabrics work on different

silhouettes. With our brocades, we work with traditional motifs as well as contemporary patterns that we develop in-house. But what differentiates our clothing is the way that we rethink traditional brocades. We make our distinct modern silhouettes in this textile, jumpsuits, maxis, dresses, skirts in addition to shapes that we typically associate with Benarasi brocades, so that we not only redefine the context and make them a bit unpredictable, but also make them more relevant. The challenge that excites me always is how do we retain the essence of our traditional craft, but free it from its obvious cultural trappings?"





### RITU KUMAR

"For over 40 years, my team and I have steeped in research and academia, and worked with craftsmen from across the country, evolving various art forms to suit the needs of the changing Indian woman. Our designs interpret rich Indian heritage with clean lines and edgy silhouettes that cater to the current fashion trends. With the COVID-19 crisis, introspection will perhaps be needed to wind back a decade or so. We will be looking at returning to classics and conventional designs that stand the test of time."





### BODICE (RUCHIKA SACHDEVA)

"Bodice, as a brand, has always leaned towards exploring traditional techniques which originated in India. Blending traditional techniques with contemporary designs aligns with Bodice's design philosophy. Kantha is one such technique which is often used in our designs. Kantha's running stitch forms a micro symmetry within the clothes which helps build an illusion of linear pattern. We incorporated this technique because it isn't commonly used and it could be explored further."





# "Blending traditional techniques with CONTEMPORARY DESIGNS ALIGNS WITH Bodice's design."



### ANJUL BHANDARI

"Our focus has always been to preserve the craft of chikankari and mukaish for over a decade now. The craft is timeless and hence our garments are classic, heirloom ensembles which will always make a statement irrespective of the current trend. Over the years, we have moved from cottons to embroidering chikankari on

georgettes, chiffons, muslins, pashmina and organza. In order to lend a contemporary feel, we add our signature highlights like baby mirrors, Japanese baby pearls and sequins to our ensembles to make them more festive. Last year, we acquired the know-how to dye our Japanese baby pearls to pastel shades that add more colour to the base shade of the fabric and the white thread embroidery. In 2020, we are also using zardozi, another craft from Awadh to highlight our chikankari, which makes it more apt for festive and wedding occasions." >











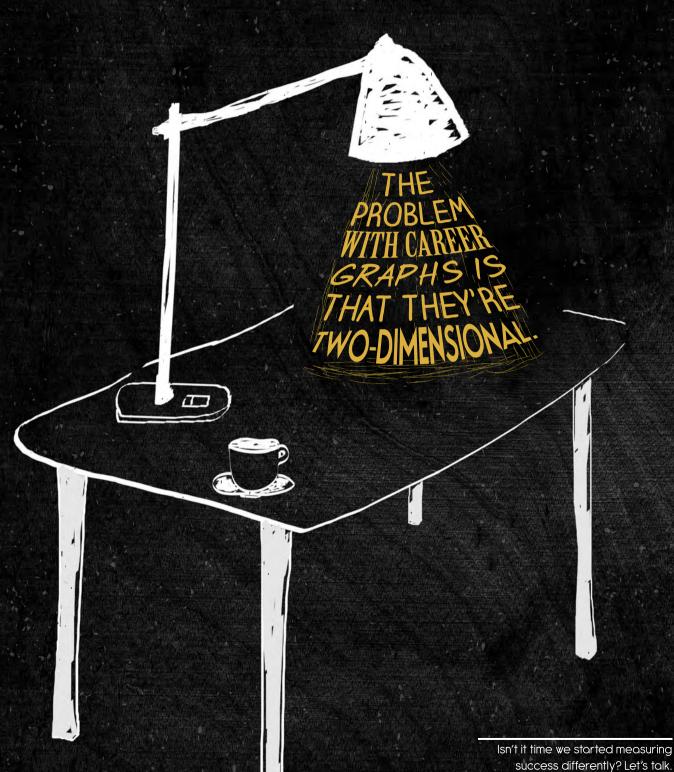
# (SANJAY GARG) "Both tradition and modernity are subjective and it is important to keep evolving and innovating. At Raw Mango, we think of the future—whether that is through technique, material or colour. At the same time, we recognise tradition in

RAW MANGO

the same time, we recognise tradition in our designs by constantly questioning the context in which it is spoken of."

## FEMINA BE UNSTOPPABLE

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# Game of SHADOVS

Avant-garde <u>designer</u> and creative genius **GAURAV GUPTA** showcases his beautiful creations with actor <u>RADHIKA APTE</u> as his mystifying muse. Photographs by **Tarun Vishwa**; Styled by **Avantikka Kilachand** 

REIGN OF BLACK

The critically-acclaimed actor's captivating gaze coincides well with the glamorous organza attire. >









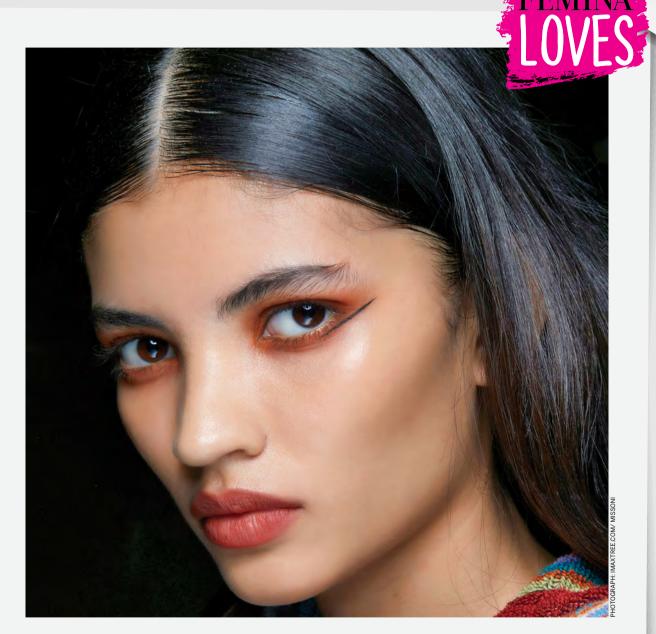








# BEAUTY



### REVERSE THE LINE

As face masks are a part of the new normal, it's time to play with eye makeup. Soft hues with a hint of eccentricity is all you need. A creamy apricot pigment dabbed on your lids will add warmth and vibrancy while reverse floating eyeliner drawn in sharp strokes brings in the edge.



ardboard boxes in pretty colours, bubble wrap, shredded paper to fill in the space in a delivery box, one-time-use plastic bottles, and microbeads (tiny balls of plastics), and microplastic in ingredients—it's time to take a note of the carbon footprint that the beauty industry is leaving behind. Whether it's the thoughtlessness regarding the packaging or use of non-biodegradable ingredients that end up in oceans, the damage that the beauty industry causes to the planet cannot be ignored any longer.

### PACKAGING AND INGREDIENTS WASTE

According to a study by Zero Waste Europe, India produced 142 billion units of packaging in 2018 alone. The global beauty industry is worth over \$500 billion, and according to the Euromonitor International study, India ranked eighth globally, with sales worth \$14 billion in beauty and personal care. "Global Beauty industry is huge and produces humongous amounts of packaging, which is mostly superfluous and non-recyclable, ultimately affecting our landfills and oceans. It's an issue, which needs immediate attention," says Robin Gupta, founder, Conscious Chemist.



Conscious efforts by home-grown beauty brands to reduce waste are inching the industry closer to sustainability, but there's still a long way to go, says **Sukriti Shahi** 

Talking about the ingredient waste produced by the beauty industry, Rubeina Karachiwalla, founder, Ruby's Organics, says, "Micro and nano plastics (derived from petrochemicals in many forms) are known to be some of the ocean's most persistent pollutants. Some of the examples include phthalates, microbeads, polythene, synthetic polymers, silicones, acrylates, and carbomer. These ingredients are non-biodegradable."

Gupta further explains, "The beauty industry has come under fire for its use of unwanted microbeads used in products like scrubs, and face washes. Many (new) brands are voluntarily phasing them out from their formulations while educating consumers about the harm it causes to our coral reefs and marine life. But the beauty industry has a long way to go."

Even with the pandemic hitting the world economy and subsequent lockdown bringing a temporary lull in the beauty industry, few trends are still prevalent. According a report by McKinsey, 'The COVID-19 crisis is likely to accelerate trends that were already shaping the market, such as the rise of the global middle class and the use of e-commerce, rather than mark

entirely new ground. Consumers across the globe are showing by their actions that they still find comfort in the simple pleasures of a "self-care Sunday" or "a swipe of lipstick before a Zoom meeting". The trend gives a fair idea that e-comm beauty sales are expected to come back to its normal. Does this mean more amount of waste ending up as landfill fodder?

#### FACTORING IN ZERO PACKAGING WASTE

Though cosmetic giants have come together to fight the menace, it's the homegrown, organic and natural brands that are constantly pushing



Though cosmetic giants have come together to fight the menace, it's the homegrown, organic and natural brands that are constantly pushing the sustainability movement forward.

the sustainability movement forward. One of the starting points came when cruelty-free, international skincare and makeup brand, The Body Shop asked its customers to ditch the bin and return the empty bottles to their

stores. As a part of their Bring Back Our Bottles initiative, the brand now collects empty bottles from their customers and sends the recyclable ones back to their factory in Europe. Since then newer and homegrown sustainable beauty brands have jumped onto the clean beauty bandwagon. Enn's Closet, a natural and organic beauty brand, gives a face mask jar for free to its customers on returning five empty jars. "It's also important that brands give the consumer a choice to return the packaging so that it can be sanitised and reused," says Karichwalla.

Switching to safer product packaging material, homegrown brands are opting for >







To find a long-lasting and environment-friendly solution to the packaging waste, many beauty brands are opting for glass containers.



sturdy and biodegradable paper packaging, ditching the secondary layer of cardboard and plastic boxes. Vilvah, a chemical-free and natural brand popular for its natural body deodorants has eliminated the secondary level of packaging. "Apart from outer boxes for products and gift baskets, we have completely avoided printing visiting cards for our staff and user manual for consumers, and gift baskets and pamphlets for PR packaging," says Kruthika Kumaran, founder, Vilvah.

Besides recycling, the focus has also shifted to repurposing. "For lipsticks and kohl pencils, we encourage customers who buy directly from our website to send the empties to us, and we have them sent back to the facility to repurpose," explains Karachiwalla. While preventing the production and use of extra packaging material for aesthetic reasons, brands are emphasising on refilling of used jars and bottles, opting for multipurpose products, and using recyclable glass. "Refills are becoming popular, especially with products used for personal care. Providing

customers with multipurpose products that can do more than just one job is a good way to encourage them to consume responsibly," she says.

To find a long-lasting and environment-friendly solution to the packaging waste, many beauty brands are opting for glass containers. For instance, natural cosmetic brand, Daughter Earth bottles its products in white and dark amber opaque bottles, not only to protect the integrity of the product, but sustainability as well, since glass is infinitely recyclable. Even Gupta believes in recycling of packaging material thus, using 100 per cent recyclable glass for Conscious Chemist products. Adding to this, Karachiwalla explains that at Ruby's Organics, she has switched to paper for external packaging without the use of laminates or UV printing.

#### **CONSUMER RESPONSIBILITY**

While beauty brands are trying to introduce and execute safer practices, consumers need to step up too. Letting go of extravagant packaging, pamphlets and user guides can be the first step to start with. Conscious beauty enthusiasts believe that once consumers get successful at combating the use of such material, the brands will be forced to look for alternative ways. "A well-designed card which describes the brand ethics and user manuals should be avoided. Everything is a click away, and if they need any information, one can always check online," says Kumaran.

We as consumers need to be aware; question your brands on their practices and make an





informed decision. Your beauty aspirations need to align with brand ethos. "Know what you're buying and make sure the brand you invest in stands for what you believe in. This kind of consumer behaviour will eventually reflect on the brand's efforts," says Karachiwalla. Adding to this, Gupta emphasises on the importance of reading the ingredient labels and avoiding microplastic in cosmetics.

#### THE WAY FORWARD

Though beauty brands are joining hands for safer beauty practices, the Indian beauty industry has a long way to go. When it comes to manufacturing packaging material in India, new brands struggle under unfavourable conditions involving price points, space and raw material. Most of the brands depend on neighbouring countries for procuring packaging material making it difficult to ensure the use of safe and environmental-friendly ingredients.

In addition to this, the beauty industry is buzzing with the comeback of soap bars. Whether a beauty enthusiast or not, chances are that you haven't let soap bars near you in the longest time. Shampoos, liquid hand washes and shower gels have replaced

soap bars from the bathroom shelf. However, the scenario is expected to change now. Researchers at the University of Washington have found that "bar soaps have a lower environmental impact than liquid soaps in many important categories including carbon footprint, eco-toxicity, ozone depletion potential, and eutrophication

potential." Most shower gels and shampoos are made with synthetic detergent which contain parabens and phthalates that contribute to water pollution.

Therefore, conscious beauty brands are shifting their focus to soap bars. Providing a safe alternative to shampoos, chemical-free brand Juicy Chemistry came up with shampoobars whereas brands like Kama Ayurveda and Vilvah have several variants of body soap. Additionally, soap bars usually come packed in a cardboard or paper packing with no extra fuss. This definitely helps to reduce carbon footprint as compared to liquid soaps packed in plastic bottles.

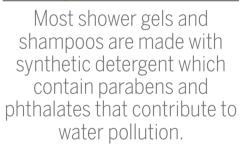
Similar to soap bars, natural deodorants are also making a secure place on beauty shelves. Unlike the use of harmful chemicals and plastic bottles in usual deodorants, natural deodorants are available in the form of a stick in a sturdy cardboard packaging.

Another brand based on zero-waste ethos, Earth Rhythm, provides a host of products including shampoo bars, deodorant sticks and bamboo cotton makeup removing pads to eliminate the use of plastic.

What the road towards sustainability looks like for the beauty industry?

We are living in surreal times; the pandemic, in a way, is a wakeup call for mankind to be kind towards the planet. This extended lockdown period puts mother nature in a self-healing phase, and the results are here for everyone to see and learn from. Consumers are aware of their consumption that takes a toll on the environment, and on the other hand, beauty brands have started a long journey towards environment healing and sustainability.

We need the consumer and brands to perform in tandem. If a beauty brand comes forward with promising claims, it's for the consumer to step up and support the brand. Mindful decisions towards clean beauty and supporting smaller businesses is the need of the hour.







Shiseido

**Aura Dew** Face, Eyes,

DİXI

Sheer Cheek Gel

Flushed

PIXI Sheer

Cheek Gel

**Bobbi Brown** 

**Brow Pencil** 

Perfectly

Defined Long-Wear

Forest Essentials

Lip

Glow

The Body

**Shop Brow** 

& Lash Gel

10 III 02

Dermafique

Aqua Cloud **Hydrating Creme**  ady BB Cream

mashbox

amera

ready

DERMAFIQUE

Cane Sugar

Lip Scrub

Lips

Dore Car

I'm

**TONYMOLY** 

I'm Red Wine

Mask Sheet

moistfull

A FACIAL TON

ETUDE

HOUSE

Moistfull

Collagen

**Facial** 

**Toner** 

**SUGAR All** 

**Translucent** 

Set To Go

Powder

RED WINE

TONYMOLY

Mask Sheet

NYX Professional

# **REACH FOR**

Let your eyes twinkle with a shot of pearlescence, says Eden Noronha



Play up your features with cloud-like eye makeup, and stellar skin radiance. We take inspiration from beauty looks at the Alice + Olivia Spring Summer 2020 show, which features models wearing fresh and minty pastel hues that are reminiscent of cherubic beings. This particular look depicts how snow white pigment worn on the eyes can lend you a pristine portrait.

#### **GET THE LOOK**

Face - Exfoliate your skin with a scrub: follow with a toner and moisturiser. Then, even out skin tone by blending a hydrating BB cream on your face and neck. Mattify oily areas with a translucent setting powder.

)Cheeks – Dot a gel blush on your cheeks, and blend upwards and outwards for a healthy-looking flush of colour. Highlight cheekbones with a silvertoned highlighter.

🔵 Eyes – Groom your brows with an eyebrow pencil, post which, go in for a white eye primer base

#### INDULGE IN **A FACE MASK ONCE A WEEK TO KEEP YOUR SKIN YOUTHFUL** AND CLEAR.

to prep the lids. Stroke lids and upper lash lines with a white eye pencil. Follow by blending to spread and diffuse the colour. Highlight the inner corners of the eyes with silvery white pigment, and blend it towards the lids and lower lash lines. Brush your lashes with a clear mascara.

Lips - Exfoliate with a scrub to remove chapped skin. Next, moisturise your pout with a pearlescent tinted balm. Dab some highlighter on the Cupid's bow. [3]





The Times Group invites Business Partners with 'vision' & 'capability-to-scale' for an exciting franchising opportunity of its marquee lifestyle brand Femina FLAUNT Studio Salon



## ON DEMAND!

Customised solutions is the way forward, especially for unique beauty needs. **Sukriti Shahi** takes a quick look at brands stepping ahead of the curve to provide them to customers

he one-product-suits-all idea is long since growing old. Haven't we all tried that one 'highly recommended' product and came back with disappointed reviews? A conscious beauty consumer understands that every skin type is different, thus, the needs will also be unique to one's skin condition.

Moreover, the look and feel of a beauty product greatly influences the

customer's buying decision, and therefore, he or she wants to be thoroughly involved in that decision-making process. With this understanding, the tailor-made beauty product wave has hit the industry and it's here to stay. From suitable ingredients to preferred fragrances, beauty brands now allow consumers to virtually bottle their own concoction.



Apart from each person's skin needs being different, even the same skin type can have different underlying issues. To resolve this, Skinkraft, a personalised skincare brand, developed a box with three skincare essentials—cleanser, moisturiser, and an active, specifically designed to tackle a particular skin concern. The brand asks every customer to create his/her skin profile and the products are then modified to suit the specific needs.





#### TINGE

Finding a foundation shade from the existing range that perfectly matches your skin tone can be quite an uphill task! This Bengaluru-based vegan brand not only provides cruelty-free makeup products, but goes a step further in letting the users customise their preferred foundation shade. The brand allows customers to physically choose and get the selected shade developed in its store. Online shoppers can log on to the website to customise the existing 10 shades as per undertone and skin type. The major takeaway, apart from getting the closest foundation shade, is that these are non-comedogenic thus, will not clog pores.



Imagine having all the ingredients that work for your hair in one product? Bare Anatomy, a personalised haircare brand, lets the customer choose his/her preferred ingredients, colour of the concoction and even its fragrance. Through a form, experts at the brand create a hair profile of the customer, based on which bespoke products are formulated. "To augment the personal touch, we let our customers pick their preferred colour and fragrance and print their name on the products," says Rohit Chawla, CEO and founder, Bare Anatomy.





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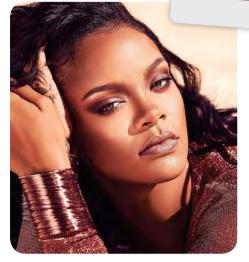




rom glamorous red carpet moments to personal care essentials, these celebrities have got some game and are determined to share their beauty secrets with the world. Be it skincare, haircare, or makeup, they know the importance of premium quality products and believe every woman should have access to nothing less than that. After all, to possess the visual finesse of a movie star is every woman's prerogative. So what are you waiting for? Dip into the secrets of these celebs who have each introduced their signature cosmetic brands to the world.

Fenty Beauty

**RIHANNA** 



HOT PICK
Fenty Beauty
Match Stix
Shimmer
Skinstick

Before Rihanna ventured into the beauty scene, there was a lack of foundation shades in the global market that suited women of colour. So, when the songstress launched Fenty Beauty, she changed the game by introducing over 45 shades of foundation that went beyond the conventional, and offered those with darker complexions a chance to find a shade true to their deep skin tones. It earned its mettle as an inclusive makeup brand that caters to all kinds of skin tones. Taking it a notch further, the star has released Fenty Skin which consists of skincare that can be used by both men and women.





KATRINA KAIF

When Bollywood bombshell Katrina Kaif announced the launch of her very own makeup brand, we knew it was going to be something special. Kay By Katrina has a wide range of premium quality colour cosmetics infused with skin-loving ingredients so that you can indulge in makeup without the guilt. The shade range within each product variant is truly comprehensive making it suitable for all kinds of complexions and makeup moods.

HOT PICK Kay Beauty Metallic Eyeshadow Stick

#### **Kylie Cosmetics**

#### KYLIE JENNER

The Kardashians gave birth to a makeup mogul whose brand is a global hit. Each time Kylie Jenner drops a new launch within her brand Kylie Cosmetics, it is only a matter of hours until the products are sold out. She started off with the Kylie Lip Kits in 2015, which consisted of a liquid lipstick and lip liner for full opaque lips, and those kits won the world over. It was then that the trend of super voluminous matte lips in dark hues was doing the rounds and Kylie gave the people what they wanted and so much more. Today the brand's net worth is skyrocketing and the product range, well it is consistently vivid and ever evolving according to modern demands.



**HOT PICK** Kylie Cosmetics Lovestruck Lip Trio

## LARA DUTTA

Bollywood star and former Miss Universe Lara Dutta Bhupathi recently launched skincare brand Arias, with the expertise of renowned dermatologist Dr Geetanjali Shetty. The products in the line are effective in treating Indian skin concerns. The brand portfolio features a beautiful blend of natural ingredients and advanced scientific formulations to create skincare essentials that show effective results.

# BHUPATHI



**HOT PICK** Arias Active Defence Day Cream With SPF 30

#### IF YOU'VE FOLLOWED THIS CELEB'S JOURNEY, YOU KNOW SHE HAS A PENCHANT FOR VIBRANT HUES THAT ARE THEATRICALLY APPLIED.

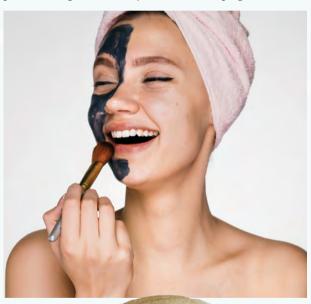


Singer, actor and now beauty entrepreneur, Lady Gaga is no stranger to dramatic makeup. In fact, she's the one who made it cool again with her unrelenting spirit of self acceptance and over-the-top beauty looks that challenged conventions. If you've followed this celeb's journey, you know she has a penchant for vibrant hues that are theatrically applied. Her makeup brand embodies that exact enigmatic vibe. What's more, the products offer long, transfer-proof wear, are affordable and

can easily compete with any premium colour cosmetics brand out there.



AYURVEDA, the medicinal practice originating and actively practised in India since over 5,000 years ago, has instilled the concept of beauty in Indian women. Today, Ayurvedic principles and remedies have found their way into product formulations and the holistic wellness scene across the globe.



**CHEMICAL PEELS** gradually gained popularity as more and more women bear testament to its amazing benefits. This dermatologistrecommended skincare solution is the key to keeping your skin healthy as you age.

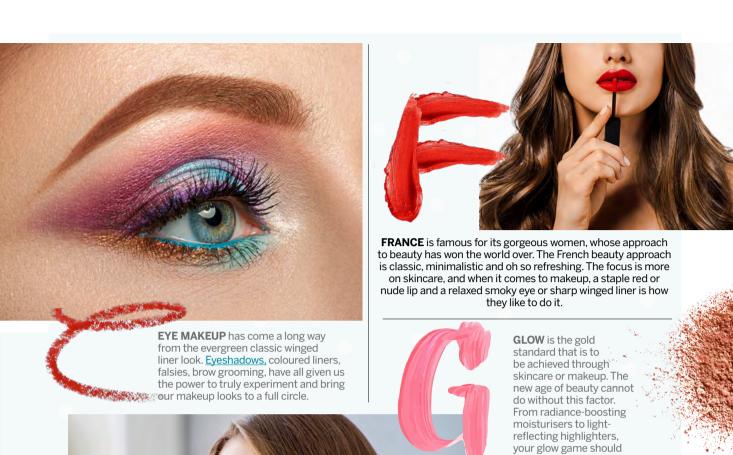




tool no woman can live without. From offering gorgeous in-salon blowouts to quick fiveminute hair pick-me-up moments to save you from looking like you got caught in the rain, this essential appliance is key to maintaining a good-looking mane.



**DIANA PENTY** has stolen our hearts with her delicate beauty, and we can't stop gushing over every appearance she makes. From her natural cherubic features to her variegated makeup looks, the star never has a dull moment and always inspires us to focus on





#### **BEAUTY** special

**JAPANESE SKINCARE** is a sure shot way to radiant skin with minimal products that are light on the skin and Super effective. It focuses on the essentials with a four-step routine, which is a double cleanse, hydrating lotion (otherwise known as alcohol-free toner), serum and

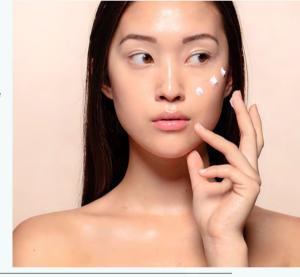




**LIPSTICKS** have always been a woman's favourite makeup item, since their inception about a century ago. From secretly applying your mom's bullet lipstick as a child, to now owning almost the entire colour wheel in lip hues that each have different formulas and finishes, there is no doubt the letter L is reserved for this product.

K-BEAUTY possesses a relatively more intensive approach. With its 10-step routine winning the world over, there is no doubt that Korean skincare will not allow for bad results when it comes to skin. It is so popular that new products introduced in the market follow the concept of this trend.









#### NUDE AND NATURAL

makeup is the current mood. Working from home and being on video calls almost all the time, natural and no makeup looks are raging on everyone's beauty mood board. A sheer base. little flush of colour on the cheeks. and amped up lashes minimalism is the state of mind right now!



ORGANIC, clean and natural beauty are buzzwords that are here to stay. The last five years have been crucial for the Indian beauty industry as a number of homegrown brands came into being, following and advocating safe, environment-friendly and clean beauty practices. The world of beauty is changing with 'reuse, recycle and reduce' being the basic norm.





PASTEL hues have taken our Instagram feed by storm. The 2020 makeup trends are all about being quick and easy, with a subtle hint of colour which can be dressed down or up to suit the mood. Inspired by sorbet shades, ice blue, dusty pink and sweet yellow are all over this year's colour palette.

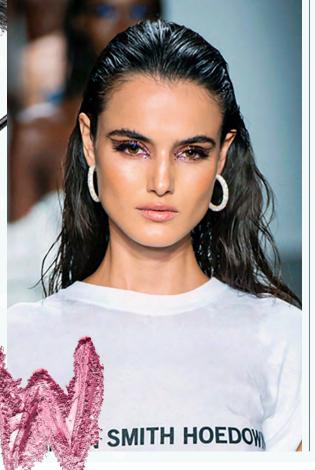


Q-SWITCHED LASER TREATMENT is a new addition to the latest technology in skincare. Equipped to treat hyper-pigmentation and uneven skin tone, Q-switch laser creates an invisible beam of light that targets the problem area. This treatment is more effective than chemical peels as it penetrates deeper into the skin. >





WINGED EYELINER is one classic makeup trend that may never go off charts! Done to make the lashes look lush, it flatters all eye shapes, making them bigger and bolder. Red lips with a winged eye is one lethal pairing which is fail-proof and goes well with every outfit.



X-FOLIATE! It's essential to exfoliate regularly with gentle acids and fruitbased scrubs for smoother and brighter skin. Exfoliation allows deep cleansing of pores and removal of dead skin cells. Make sure to do it at least twice a week.



#### YLANG YLANG ESSENTIAL

OIL has become popular in skincare in the last couple of years. It smells heavenly and is being used in some of the most popular international fragrances for decades. Its topical application prevents skin pigmentation and results in thicker locks.

#### **ZZZZ AND DOZE**

OFF! There's a reason it's called beauty sleep! Getting a good night sleep helps in cell rejuvenation and gives time for the skin to recover from the day's stress and battle with environmental aggressors. Our skin also repairs damage during the sleep hours and allows the night-care products to work better.



MAKEUP, NATURALLY

Afraid of the side effects off-the-shelf products will have in the long run? Try these alternative DIY recipes with skin-loving ingredients, says **Eden Noronha** 

ot all of us are blessed with normal, balanced skin that doesn't react to makeup. Some of us need makeup products that go beyond their functions to provide extra care to the skin ensuring it doesn't flare up. There is a significant shift towards skin-perfecting makeup products and eye makeup that offer nourishment and promote growth

of lashes and brows. That's the point where skincare and makeup start getting synonymous. The market, undoubtedly, has such products to offer to you. although not all options are pocket-friendly. So why not try out creating special products that suit you at home? We have put together just the starter list you need, for a few DIY projects to create your favourite makeup essentials using natural, skin-loving ingredients.



#### LIQUID FOUNDATION

This liquid foundation recipe is suitable for all skin types and will not cause acne-prone skin to flare up. Ingredients like bentonite clay and non-nano zinc powder also ensure that oily skin does not get greasy.





#### Ingredients

- 2 tsp Argan oil
- 1 tsp Shea butter
- ½ tsp Emulsifying wax
- 1 tsp Aloe vera gel
- 1 tsp Witch hazel
- 1/4 tsp Non-nano zinc oxide
- ½ tsp Cocoa powder
- ½ tsp Mica powder
- 1/2 tsp Bentonite or kaolin clay





#### Method

Melt the shea butter, argan oil and Lemulsifying wax in a double boiler and on low heat.

Add the aloe vera gel and witch hazel, mix to get a smooth consistency, and then turn off the heat.

Start adding sprinkles of zinc and clay until you get the desired coverage and consistency, which will still be a pale paste.

Gradually add pinches of mica powder and cocoa powder, and keep stirring until you reach a shade that will match your skin tone.

Once the mixture is cool, test on your skin to ensure you have got the shade and coverage right.

Transfer the foundation to a glass jar or a glass bottle with a dispenser.



#### LIP & CHEEK TINT

This liquid blush and lip tint is perfect to achieve a rosy glow. It won't irritate your skin nor look patchy, but will rather moisturise your skin.

#### Ingredients

- 2 tbsp Beetroot powder
- 2 tbsp Almond oil
- Reusable empty nail polish bottle

#### Method

- Place the beetroot powder and the almond oil to a small glass bowl. Mix both ingredients well to achieve a tinted liquid.
- Pour this liquid into a clean empty nail polish bottle.
- Dot this liquid on your cheeks and lips and blend for a rosy glow.

#### EYELASH GROWTH MASCARA

This is the perfect mascara to <u>promote long</u>, <u>thick lashes</u> while you enjoy beautiful definition and pigment as you wear it. The best part is it won't irritate your eyes even if some product gets in there by accident.

#### **Ingredients**

- 1 tsp Castor oil
- 1 tsp Argan oil
- 1½ tsp Glycerin
- 3 capsules

**Activated charcoal** 

- Recycled mascara bottle
- Rubbing alcohol, enough to clean the recycled bottle
- Dropper



#### Method

Clean the recycled mascara bottle with rubbing alcohol to ensure there is no bacteria.

- Mix the castor oil, argan oil, and glycerin in a bowl.
- Crush the activated charcoal capsules into the bowl and mix well.
- Use a dropper to transfer this solution to the recycled mascara bottle.

#### HIGHLIGHTER

An inexpensive recipe to get your glow on, this natural powder highlighter is a great way to achieve an ethereal visage.

#### Ingredients

- 2 tbsp Grapeseed oil
- 2 tsp Beeswax
- 1 tsp White mica powder

#### Method

- Melt the beeswax in a double boiler and on medium heat.
- Now add the grapeseed oil and mix well.
- Next, add the mica powder and stir well.
- Pour the mixture into a makeup tin pan.
- Keep stirring so that the mica doesn't settle at the bottom of the pan.
- Wrap the pan with cling film and press down the mixture to flatten it.
- If you need to make your highlighter darker, add more mica, and stir before it sets.
- Let it set for an hour, and your homemade makeup highlighter is ready to use.





## HOT RIGHT NOW

All that's fresh and fun on the beauty shelf

#### SPOT-FREE -SHEEN

Dermalogica's latest offering—Active Clearing 2-in-1 Range is for all those who want an acne-free skin for Christmas. Salicylic acid combats breakouts and AGE Bright Complex aims for a sunny and happy skin. An army of Active Clearing serum, spot-fader, sunscreen, and masque is all you need to arm yourself to banish acne.

Price: **Starting from ₹3,200** 

dermalogica

Available at:

dermalogicaindia.com

#### FOR SMOOTH HAIR REMOVAL

Gillette Venus launches its new hair remover 'Snap' for smooth skin and hassle-free hair removal process. It has built-in soap gel bars with avocado oil which nourishes your skin and sweet freesia scent. Snap comes in a portable compact case which is easy to store and keeps it mess-free. Achieving smooth skin post hair removal has become easier!

Just wet, glide and moisturise.

Price: **₹799** 

DEEP

Available at: nykaa.com

4

#### RESURRECTED RADIANCE

Don't want your skin to age, even by a day? Estèe Lauder launches Advanced Night Repair Synchronised Multi-Recovery Complex to trigger natural skin repair. This night serum enables cell renewal, reducing ageing and protects you from skin woes, leaving you with firmer and radiant-look skin.

Price: **Starting from ₹1,250**Available at: **esteelauder.in** 



# WATER BAMB MOIC WATER PRIME Problem gloon hand Some/Lott.oz. WASK/IMASQUE COLORGAR WATER BAMB THIRST QUENCHING MASQUE Overnight Sleeping Masque 30ml /1.0 ft. oz. e

#### **HIGH ON HYDRATION**

Colorbar launches its new cruelty-free range, Water Bomb, which showers the skin with much-needed hydration. A Swiss-formulated H20 Vita Complex gives you weightless moisturisation for up to 72 hours to achieve that supple and glowing skin. With the water crème, primer and masque, you can finally divorce dry, lacklustre skin.

Price: **Starting from ₹850**Available at: **colorbarcosmetics.com** 



n 2008, a chance encounter with a bunch of differently-abled children moved Kulsum Shadab Wahab, Executive Director, Hothur Foundation, to establish Colors Of Hope with the aim of giving them a more fulfilling life. In the years

that followed, she also came to witness the atrocities inflicted upon acid attack survivors. "I met a survivor at a hospital who told me about being ridiculed and ostracised by her family. She didn't have money to pay for her surgery neither did she have a job. I was dumbfounded," she says.

After interacting with a few warriors, Wahab took it upon herself to help them start afresh. "My first encounter with differently-abled kids and acid attack survivors had a huge impact on me. Since then, I have devoted my time to them, and the experiences have changed me as a person and made me more empathetic, kind and grateful towards life," she tells us.

Wahab is self-aware, and confesses to having had a privileged and protected life, but is determined to use this advantage to make a difference. However, these efforts took a setback when the pandemic struck India. Overnight, reaching out to those affected

## GOING BEYOND

KULSUM SHADAB WAHAB, Executive Director, Hothur Foundation is on a mission to help the less fortunate live a dignified life, reports NIKSHUBHA GARG became more difficult.

"Many therapeutic activities and workshops planned for survivors and for the differently-abled were impacted," she says. Keen to continue providing support, the Foundation began distributing meal packs and hygiene supplies to those battling unemployment.

They also offered financial support to daily wage workers and their families to tide over the troublesome times.

In addition, Wahab extended a helping hand to victims of domestic violence. "We provided professional counselling, set up helpline numbers and safe homes for the ones facing extreme violence."

When one talks of philanthropy, it's a commitment that lasts a lifetime, replete with ups and downs. How does Wahab keep herself motivated? "The sweet smile of satisfaction on a survivor or child's face keeps me

motivated to do more, ceaselessly. I consider it my reward for all the blood and sweat put in," she says. The philanthropist considers Melinda Gates to be her idol, and like her, is determined to be -making a difference, one life at a time. "My biggest learning has been to be grateful for what you have and never take things for granted. The smallest or least important of things could be a luxury for some," she concludes.

"The sweet smile of satisfaction on a survivor or child's face keeps me motivated to do more, ceaselessly. I CONSIDER IT MY REWARD FOR ALL THE BLOOD AND SWEAT

PUT IN."



# THE RISING The cool and candid SANYA MALHOT gets real with Ruman Baig about famous of self-discovery

The cool and candid **SANYA MALHOTRA** gets real with Ruman Baig about fame, strong female characters, and her journey

bout 20 minutes before my scheduled phone call with Sanya Malhotra, I encountered all the technical glitches one can imagine. The slow death of my terminally ill Wi-Fi, the sudden disappearance of all my network bars, (thanks to a little rain and thunder) and a minute accident that resulted in the demise of my very dependable phone charger's cord. After tackling a series of uncertain events for what felt like an eternity (40 minutes) I finally managed to get on that call, albeit 20 minutes late. The conversation began with me frantically apologising, almost expecting stern disapproval of this delay. To my surprise, I was met with an extremely comforting voice on the other end, "Hey, that's totally understandable, I face network issues in my house too." And just like that, Sanya Malhotra and I rambled on for a minute about all the unprecedented issues that nobody can expect while working from home. Her calm, composed and charming demeanour, with frequent bouts of laughter, disarmed all my preconceived notions of how a rising star is supposed to be. Can we officially make being kind cool again?

Sanya is an exception to the norm. Case in point: Contradicting the cookie-cutter style big screen debuts, her onset in Bollywood was a refreshing game-changer. Who can forget her powerful portrayal of wrestler Babita Kumari in the biographical sports film Dangal? Apart from her physical transformation, cool pixie cut, and choke-slam moves in

the ring, she was lauded for her salient performance in an ensemble cast. In the coming years, her conscious choice of strong roles with staunch female voices contributed to her steadily upward moving graph. The critically-acclaimed actor spoke at length about her deliberate intention of picking relatable parts, using social media as an outlet to showcase her humorous side and accepting her accident-prone clumsy self after a graphic incident with the blender during the lockdown.

Congratulations on the success of your recent film, *Shakuntala Devi*. What about the script and your character convinced >

"All of us were aware of <u>Shakuntala Devi's</u> accolades as a mathematician, BUT NONE OF US KNEW ABOUT HER PERSONAL JOURNEY. I was blown away by the first narration of the script."



#### "We've grown up watching female characters as the damsels in distress. ON THE CONTRARY, I'VE SEEN MY MOTHER FIGHT HER OWN BATTLES in real life and emerge as a winner."

#### you to pick this part?

When I first heard the narration of Shakuntala Devi, I was blown away by the script. All of us were aware of her accolades as a mathematician, but none of us knew about her personal journey. After learning about it and the kind of roller coaster of a life she's had, I wanted to be a part of this story. Also, fun fact, while hearing the script I had no idea that Vidya (Balan) was playing the titular role, but throughout the recitation, I could only imagine her in that role! So when I found out that it was, in fact, her who will be playing the part, as her all-time fan, I was ecstatic to be working alongside her.

I wanted to play Anu, because, through her perspective I learnt that it's high time we stop putting mothers on a pedestal and start seeing them as humans first. The constant pressure we put on our mothers to be perfect is exhausting, they should be allowed to make mistakes and this was a story of a woman who lived on her terms 40 years ago, which wasn't an easy time to do this in.

# All the characters you've played on screen have had a strong female voice. Has that been a conscious choice?

When I pick a script, I make sure that the character I'm playing is empowering me and simultaneously inspiring young girls who are watching me. We've all grown up watching





"When I pick a script, I MAKE SURE THAT THE CHARACTER I'M PLAYING IS EMPOWERING me and simultaneously inspiring young girls who are watching me." female characters we couldn't relate to, the damsels in distress who could never fight their own battles. When, on the contrary, I've seen my mother fight her own battles in real life and emerge as a winner. Luckily, the times are changing, writers are writing better scripts, and producers are betting their money on films with strong female voices, so it's a welcoming change for all of us.

## With things opening up, are you comfortable to get back to work just yet?

At the start of this month I shot an advertisement in Delhi, and honestly, I was scared and anxious. I had second thoughts about it because I had to go back home to my parents and it's risky, but once I stepped on set and saw how meticulously organised and sanitised everything was, I was a little relieved. Everybody had their PPE kits on and people were practising social distancing, which put me at ease.

# Sanya Malhotra on social media is a whole different version from what we see on celluloid, tell us a little more about this lighthearted side you reserve for the internet?

I save my dramatic self for social media, It's the kind of humour that I enjoy, and to my surprise, a lot of people do too. I used to think I'm not funny, but that one viral video of me enacting a daily soap gave me the right amount of ego boost to believe otherwise. The lockdown has been so stressful for all of us, we all needed something to uplift ourselves. This funny side came out of me after I met with an accident while I was living >





## "The <u>lockdown</u> has been SO STRESSFUL FOR ALL OF US, WE ALL NEEDED something to uplift ourselves."

alone in Mumbai, my finger got crushed in a blender, so instead of throwing myself a pity party, I decided to be my own cheerleader by making this quick witty videos. I am very clumsy, and I have now accepted it with a pinch of salt. Making those videos brought back

so much nostalgia from my earlier days when I and my friends just recorded silly videos of ourselves for our entertainment.

Having spent so much time with yourself, what new have you discovered about

#### yourself during this lockdown?

As an actor I am constantly on the go, therefore even after living alone I never really felt alone. But during the lockdown, I realised how terribly I missed the physical presence of my family. Now that I am with them in Delhi, I am happy, relaxed and have had the liberty to slow down. Instead of jumping on all the Insta-food trends, I have personally enjoyed making and learning simple ghar ka khana.

#### How do you combat trolls?

I treat social media as a job, and what I put out there is a part of it. I draw a line between who I am and what I do, so if someone is criticising me, I don't take it personally. Of course, it's toxic and it can get to you, but I keep reminding myself that the faceless/nameless trolls don't know me and their opinion of me shouldn't define me. Also, often, I don't read the comments, nothing is more important to me than my sanity.

#### Can you share some of your upcoming projects?

My next film, Ludo, will be out on Netflix soon. It's the first film I have shot without a script, and for the first time, I will be watching it just like the audience. I don't know how my character and the storyline will pan out, it was all in director Anurag Basu's mind, and I trusted his process. He's a genius, while shooting we didn't have any material in hand to perform, everything was spontaneous. As an actor, the process was refreshing for me because I like to prepare myself in advance. This was a good learning curve.



orn to a weavers' family in Odisha,
Dutee Chand didn't have the means
to train professionally when she took
to running early on, but determined
to turn her life around, she faced
every challenge, and is proof that hard work
will always pay off. The sprinter and current
national champion (women's 100 metres event),
is also India's first athlete to openly come out
as gay, paving the way for several others in her
community in India and around the world.
Excerpts from a conversation with the
PUMA athlete.

#### Tell us about your workout routine in times of the pandemic.

Before the lockdown, I trained for six hours a day (approximately), and it included track work out, swimming, core workout, and gym training. However, due to the lockdown, I could not stick

"IT IS THE DREAM
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SWING."

to the same training regime. At the moment, I train on the track inside the campus of my housing complex.

## Being an athlete, is not being able to go out posing a challenge mentally as well? Do you have thoughts of uncertainty of the future?

I was in Patiala training for the season-opening of Indian Grand Prix in March when we got to know about the cancellation of the event due to the pandemic. I came back to Odisha before the lockdown was announced and was confined to my room at the campus. I was allowed to use the gym since I was the only one living there; the other athletes had gone home. It was a little upsetting initially because for a track athlete, training outdoor gives the best kind of high, but I was fortunate enough to use the track inside the campus. >

## The Olympics have been postponed to 2021. Are you taking the shift positively considering it gives you more time to prepare?

It is the dream of every athlete to qualify and compete in the Olympics and I am no different. I would want to win medals and laurels for my country and my preparations for it are in full swing. While there is a difference between my track timing and the Olympic timing at present, I am working really hard right now to cross that. My training schedule is pretty tough at the moment, but I am sure that with God's and everyone else's blessings I will qualify for the Olympics this time.

### You set a benchmark when you announced that you are gay. What prompted you to come out?

I have never hidden my personal life. Initial reactions were negative, but people eventually came around, and appreciated my honesty and I have been receiving immense support. As of now, I am no longer in hiding or in the fear of judgement and this has helped my training a lot too. As a country we have come a long way. Though mindsets have evolved, there's still scope.

"BE PROUD AND CONFIDENT OF THE CHOICES YOU MAKE IN LIFE, AND MOST OF ALL, STAY STRONG AND FEARLESS."

### Do you think your step will also empower others to be able to come to terms with their sexuality?

I have tried to live life on my terms. However, at times, society's pressure to conform to its standards can be suffocating and self-acceptance can get hard, but there's always support whenever you need it. Be proud and confident of the choices you make in life, and most of all, stay strong and fearless. We all have the right to be happy and to love someone without any inhibitions. Freedom to love and freedom to choose who you love are one's basic rights and we shouldn't be scared to exercise them.

### You have a humble background, perhaps why millions look up to you. What's your dream?

For somebody like me, who has trained barefoot in a small village in Odisha, I know training without proper facilities can be difficult. Having experienced it all, I would like to give back to my community by creating a running academy for children. I don't want another child aspiring to be a runner to run barefoot or run around a lake like me.

# 2018 was a stupendous year for you as you became a double silver medallist at the Asiad. You followed that up with a gold at the university games in 2019 with a new 100m national record. Did you finally feel at ease?

A gold medal always feels great. In fact, any appreciation or acknowledgement is a morale booster. The more medals I win, the more my ambitions and confidence levels increase. I believe that hard work always pays off, and I am working diligently to win more laurels for my country in the upcoming competitions.

### How difficult is it to handle the limelight, be it positive or negative?

I go through all articles and comments about me, because if I don't do that, I will be unaware of what are people saying. When I see negative comments, I tell myself to be strong, and that it will all phase out eventually. Plus, I should not take them to heart since I am not in the wrong.

Chand is the first Indian to clinch

Chand is the first Indian to clinch gold at the World University Games



## HEY, FOOD LOOKING!

Few dishes can be as beautiful as they are delicious! Try these recipes from Head **Chef Aarti Mehta** at Elephant & Co. Gastropub, Pune

## MUSHROOM CREPES IN CHILLI BUTTER SAUCE

4 tbsp flour

8 tbsp cornflour...

75 ml milk

1/4 egg

2 tsp butter

For the filling: 30 ml oil

2 tsp finelychopped garlic

150 g thinly-sliced button mushrooms

2 tbsp white sauce

1 tbsp white truffle oil

Salt, to taste Black pepper

> For the chilli butter sauce: 10 g butter

powder, to taste

2 tsp finelychopped garlic

1 tbsp chilli flakes

15 ml apple cider vinegar

2 tsp fresh sage leaves

SERVES: 2 > PREP TIME: 20 minutes > COOKING TIME: 10 minutes

1. To prepare the filling, heat the oil in a pan over a medium-high flame.

Add the garlic, and sauté lightly. Add the mushrooms and stir until cooked. Add the white sauce and truffle oil and mix thoroughly. Season with salt and pepper, remove from the flame, and set aside.

- 2. To prepare the crepes, combine the flour, cornflour, milk and egg in a mixing bowl. Whisk vigorously and pour small amounts into a heated non-stick pan to make the crepes. Add a small portion of the mushroom filling to each crepe and roll it.
  - 3. Heat the butter in a pan over a medium-high flame, and sear the rolled crepes to get a crisp outside.

Remove from the flame and plate for serving.

- **4.** To prepare the chilli butter sauce, heat the butter in a small pan over a low-medium flame. Add the garlic, and sauté until brown. Add the chilli flakes and apple cider vinegar.
  - 5. Pour the chilli butter sauce over the crepes and serve hot. >



#### **VEGETABLE NOODLE BROTH**

250 g tofu, cubed 2 tbsp light

1 tbsp maple syrup

2 tsp sesame oil

soy sauce

100 g dried noodles

2 cups vegetable broth (see opposite list)

150 g sliced mushrooms

100 g julienned mixed vegetables

2 chopped spring onions

1 tbsp chopped ginger

1 tbsp dark soy sauce

Salt, to taste

Pepper, to taste

1 tbsp peanut oil

For the vegetable broth: 2 tbsp olive oil

250 g chopped celery

500 g chopped onion

250 g carrots, cut into 1-inch pieces

250 g cored and chopped tomatoes

250 g green bell pepper, cut into 1-inch pieces

100 g cubed turnips

3 cloves garlic

3 whole cloves

1 bay leaf

6 black peppercorns

1 bunch chopped fresh parsley,

1.5 litres water



SERVES: 2 > PREP TIME: 1 hour 10 minutes > COOKING TIME: 10 minutes

1. To prepare the vegetable broth, toss the celery, onion, carrot, tomato, green pepper, turnip and garlic in the olive oil, spread on a baking tray, and roast in a preheated oven at 180 °C until well browned for 10 minutes, turning them every five minutes. Place them in a stockpot with the cloves, bay leaf, peppercorns, parsley and water, and bring to a boil. Lower the flame and simmer till reduced to half (about one hour). Strain the broth through a colander and set aside.

- 2. Marinate the tofu in the light soy sauce and maple syrup for 15 minutes.
- 3. Drain the cubes and dry on a paper towel. Heat the sesame oil in a pan on a medium-high flame and brown the cubes.

  Remove and set aside.
  - 4. Heat water in another pan and cook the noodles. Drain, and set aside.
  - 5. Add the vegetable broth, mushrooms, mixed vegetables, spring onions, ginger and dark soy sauce to the pan over a medium-high flame. Bring to a boil, season to taste and pour into a bowl.
    - 6. Add the cooked noodles, garnish with the fried tofu, drizzle with the peanut oil, and serve hot. >

#### CHANA CHAAT

100 g Kabuli chana, soaked overnight

Oil for frying

3 tbsp finely-chopped onions

3 tbsp finelychopped

1/2 tsp finelychopped green chilli



1 tbsp chaat masala

5 ml lemon juice

½ tsp roasted cumin powder

3 halved cherry tomatoes

1 lemon, cut into wedges



SERVES: 2 > PREP TIME: 40 minutes + overnight soaking time > COOKING TIME: 15 minutes

1. Boil the chana in a heavy-bottomed pan of salted water until done. Drain the chana, and dry on kitchen towels. Heat the oil in a frying pan and deep fry the chana until golden brown. Remove from the flame and drain off the excess oil.

> 2. Place the chana in a mixing bowl, and add the onion, tomato, green chilli, and coriander leaves. Mix well.

3. Toss in the chaat masala, lemon juice, and roasted cumin powder, and mix well.

4. Serve, garnished with the cherry tomatoes and lemon wedges.

# **SWEET & HEALTHY**

One of the most underrated vegetables, the sweet potato can be versatile enough to satiate even the toughest taste buds!



#### Sweet Potato Muffins

#### **INGREDIENTS**

1 cup sweet potato, boiled and mashed 1 cup (packed) dark brown sugar (divided usage) ½ cup canola oil ½ cup low-fat milk 2 eggs 1 tsp vanilla 1 cup old-fashioned oats 1 cup flour 1 tsp cinnamon powder (divided usage) 2 tsp baking powder

#### METHOD

- 1. Preheat the oven to 180°C. Grease 12 muffin paper cups and place them in a muffin pan.
- 2. In a large bowl, whisk together the sweet potato, half of the brown sugar, oil, milk, eggs, and vanilla. Add the oats and flour and whisk again until well combined and smooth. Mix in three-fourths of the cinnamon powder,

and walnuts.

- baking powder, and salt. Spoon the batter into the muffin cups. Set aside.
- 3. In another bowl, mix the remaining cinnamon powder and brown sugar. Top each muffin with a little of the cinnamonbrown sugar mixture.
- **4.** Bake for 25 minutes, or until the toothpick comes out clean.



#### Thai Sweet Potato Soup

INGREDIENTS
3 tbsp coconut oil
1 onion, chopped
2 tbsp red curry paste
1 tbsp grated ginger
6 cloves garlic, minced
1 large sweet potato,
peeled and diced
600 g carrots, peeled
and diced
1 litre vegetable stock
2 cups coconut milk
Salt, to taste
Black pepper, to taste
Lime wedges, roasted
peanuts and chopped

#### **METHOD**

1. Heat the oil in a heavy-bottomed pan over a medium flame.
Add the onions and sauté for three minutes.
Add the ginger, garlic and curry paste, and sauté for a few minutes.
Add the sweet potato, carrots, and stock, turn the flame to low, and simmer, covered, for 15 to 20 minutes until the vegetables are tender.

coriander leaves, to garnish

- 2. Puree the soup, return to the flame, stir in the coconut milk, season and heat through.
- 3. Serve hot, garnished with lime wedges, peanuts, and coriander.

#### Sweet Potato Mash

#### **INGREDIENTS**

1 pinch salt

600 g sweet potatoes,
peeled and diced
30 ml ghee
30 ml milk
salt and pepper, to taste
2 tbsp parsley or coriander
leaves, to garnish
Chopped walnuts, to
garnish (optional)

#### **METHOD**

- 1. Add the sweet potato to a pot of boiling water and cook for 20 to 25 minutes until the potatoes are fork tender. Drain well.
- 2. Place the potatoes in a mixing bowl and mash them well.





## Country Roads CALLING

The lockdown has us all craving to get out and hit the open road. While we might not be able to travel currently, now is the perfect time to plan your future adventures in the country! f travel has been on your mind for a while now, we don't blame you, the lockdown has left us all with an intense case of wanderlust. In a post COVID-19 world, where we can travel once again, it'll definitely be a while before we can take on global destinations. Until then, it's time to explore our own beautiful country0and what better way to do so than by taking it on via its roads! If you and your squad have been dreaming of the ultimate road trip, it's time to make that dream a reality with this handy guide! >





**THE JOURNEY:** 475 km; 8.5 hours driving time; halt at Chandigarh

**GET GOING:** Start early and take the route via Chandigarh. The city makes a great spot to rest and grab lunch. While you're here, visit the city's famous Rock Garden, known for its interesting art and layout. Chandigarh to Amritsar is a four-hour drive, filled with beautiful views.

ABOUT AMRITSAR: The perfect mix of history, culture and food, Amritsar has something for everyone. Start your day by seeking blessings at the Golden Temple. Get a glimpse into history by visiting Jallianwala Bagh. Then, head over to the Wagah Border to witness the closing of the gate ceremony. A trip here would be incomplete without bingeing on all its delicious eats, so be sure to sink your teeth into kulchas, chhole and jalebis, all washed down with a glass of creamy, delicious lassi.







**THE JOURNEY:** 310 km; 7 hours driving time; halt at Moradabad

**GET GOING:** Planning a road trip out of Delhi definitely has its perks—its close proximity to hill stations up north will leave you spoilt for choice. Make your first stop at Babugarh, in case you're looking to grab a bite at a *dhaba*. Another stop worth making is at Moradabad, which is famous for its brass goods and handicrafts, making

it the perfect place to pick up some road trip souvenirs.

ABOUT NAINITAL: If you're looking to escape the city, Nainital is just the place to do so. Unwind at the many cafes located along Nainital Lake; grab a coffee or a cup of hot chocolate, and watch as the day turns into dusk. If you'd rather be out and about, you can also go trekking. The Naini Peak trek is particularly popular, thanks to the breathtaking views it offers. If you're looking to add a bit of history to the mix, visit Governor's House and St Joseph's College, both of which are prime examples of Colonial architecture that add to Nainital's ethereal beauty. >

## PLANNING A ROAD TRIP OUT OF DELHI **DEFINITELY HAS ITS PERKS—ITS CLOSE PROXIMITY TO HILL STATIONS**UP NORTH WILL LEAVE YOU SPOILT FOR CHOICE.



LIVING travel

#### OUT OF MUMBAI





**THE JOURNEY:** 800 km; 15 hours driving time; night halt at Vadodara

GET GOING: A 15-hour journey from Mumbai, it's best to stop for the night at Vadodara, which is the midpoint between the city and the hill station of Mount Abu. Dahanu and Navsari both make for good stop points, as there are restaurants in the area that will allow you to replenish your energy and stretch your legs. Once you find yourself in Vadodara, take some time to explore the city, even though you'll probably reach only in the evening. To get a glimpse of local life without tiring yourself out, visit Khanderao Market for some shopping and street food.

**ABOUT MOUNT ABU:** Although a fairly popular destination, Mount Abu



has plenty of spaces at which you can escape the crowds and have a peaceful getaway. For those who enjoy making the most of the outdoors, set off on one of the many hiking trails here. If you'd rather dig deep into Mount Abu's history, visit the Dilwara Jain Temples and Achalgarh Fort. But, if relaxing is the only thing on your agenda, grab some chai at a cafe set against the backdrop of the Aravali mountain range.

MOUNT ABU HAS PLENTY OF SPACES AT WHICH YOU CAN ESCAPE THE CROWDS AND HAVE A PEACEFUL GETAWAY.



**THE JOURNEY:** 600 km; 11 hours driving time; night halt at <u>Belgaum</u>

**GET GOING:** If you love to drive, this road trip is made for you. Take the Mumbai-Pune Expressway out of the city and you'll soon be treated to amazing stretches of road and stunning landscapes all around. If hunger gets the better of you, make a stop at Lonavala to grab a bite and stock up on some chikki and fudge while you're at it. Your next stop should ideally be at Kolhapur, where you can grab a delicious lunch and a pair of locallymade Kolhapuri chappals. Drive down to Belgaum to rest for the night, allowing you to recover your energy. Dandeli is just around 100 km away from Belgaum, so you can take the time out to explore the Belgaum Fort, Yellur Fort and Kittur Fort, before heading out to your final destination.

**ABOUT DANDELI:** Whether you're big on bird-watching or new to the idea, Dandeli is sure to turn you into an enthusiast. Home to over 300 avian species, a bird-watching expedition here is a must. For a bit more variety when it comes to outdoor activities, hit the Kali River—you can indulge in a range of water-sports here, from rafting to kayaking.









**THE JOURNEY:** 300 km; 7 hours driving time; halts at Mysore and Nagarhole National Park or Bandipur Tiger Reserve

**GET GOING:** While this seems like a long drive, will yourself to stay on the road until you make your way to Mysore. Here, you can fuel up with food and take on some of Mysore's wonders, such as Mysore Palace, St Philomena's Cathedral, Jaganmohan Palace and Brindavan Gardens. Once you're back on the road, you might need to plan your travel route a little in advance: you can drive to Wayanad either via the Bandipur Tiger Reserve or down the road passing through Nagarhole National Park. Either way, plan your stops well ahead, limit your driving speed and avoid playing



**THE JOURNEY:** 650 km; 13 hours driving time; night halt at <u>Chitradurga</u>

**GET GOING:** If you're determined to finally see that Goa plan through, round up the squad and get ready to hit National Highway 48 out of the city. Make your way to Tumkur, where you can stop for breakfast and to replenish your snack stock, if needed. Head on to Chitradurga, your rest stop for the night. If you manage to make it there before evening, explore Chitradurga Fort and the Chandravalli Caves. Start off nice and early the next morning in order to get a head start. On the way, make a stop at the Jog Falls near the Sharavati River for some fresh air. Drive down National Highway 69 as you steadily make your way

to the coast. In case you

manage to make good

time, consider visiting



the Warship Museum in Karwar, near the southern tip of Goa. The coolest part about it is that it's inside an actual ship!

**ABOUT PANJIM:** Goa is everyone's preferred beach getaway and it's not hard to see why. Home to beautiful architecture, casino river boats and spectacular food, Panjim is the side of

Goa that truly helps you unwind and enjoy. Just drive around and stop wherever you fancy—you don't really need an agenda here, you're sure to have a great time even without

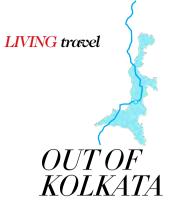
one, it's Goa, after all!

## HOME TO BEAUTIFUL ARCHITECTURE, CASINO RIVER BOATS AND SPECTACULAR FOOD, PANJIM IS THE SIDE OF GOA THAT TRULY HELPS YOU UNWIND AND ENJOY.



loud music, making noise or stopping while driving through these reserves. They are also plastic-free areas, so be mindful while you're here.

ABOUT WAYANAD: An emerald paradise nestled in the Western Ghats, Wayanad is home to lush forests, grassy meadows, crystal lakes and more. What you choose to make of Wayanad is entirely up to you—pick from ultra-luxurious boutique resorts to simple but lovely homestays. Either way, you're sure to be treated to a few days of relaxation; after all, there are very few things that crisp mountain air and chai can't fix! >

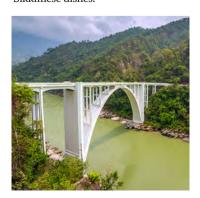




**THE JOURNEY:** 700 km; 17 hours driving time; night halt at Malda

GET GOING: Start early and schedule your first stop at Chandannagar, a former French colony, just the place to grab a bite. Drive down State Highway 6 to join up with National Highway 12. Avoid making too many stops if you want to reach Malda in time. Start Day 2 early in Malda, visit the Adina Mosque and Firoz Minar. Then, make your way to Siliguri, drive through the beautiful Baikanthapur Forest to Kalimpong.

**ABOUT KALIMPONG:** Tucked away in the Shivalik Hills, this town might not see too many visitors, but it provides respite for those seeking peace. Get in touch with your spiritual side and visit the Tharpa Choeling, Tongsa and Zong Dog Palri Fo-Brang Gompas. Treat yourself to an array of Bhutanese, Nepali and Sikkimese dishes.







**THE JOURNEY:** 500 km; 10 hours driving time; night halt at Bhubaneswar

**GET GOING:** The first leg of this road trip will have you drive past some of Kolkata's most iconic sights, setting you off to a great start. Make your first stop at Kolaghat, where you can grab

WITH A STRING OF LOVELY TEMPLES, SEAFOOD AND A STUNNING COASTLINE, KONARK IS YOUR QUINTESSENTIAL TEMPLE TOWN.



breakfast and visit the Kolaghat Flower Market for a little dose of colour. Once you get back on the road, we suggest you stay behind the wheel and make as few stops as possible, so as to make good time. Once you reach Odisha, take a break and explore Cuttack, if you need to stretch your legs for a bit. Hit the road once again and head over to Bhubaneswar, where you can grab lunch and indulge in some Eastern Indian cuisine. There's a lot to explore in Bhubaneswar—temples such as Lingaraj and Mukteshwar, the Udayagiri and Khandagiri Hills, the Museum of Tribal Art and Artefacts, and more. Spend a day here, it's definitely worth it. Once you're back on the road, Konark is within sight. But, before you hit your final destination, stop at the lovely town of Raghurajpur and treat yourself to the wonderful handicrafts this little town has to offer.

ABOUT KONARK: Odisha is home to some of the country's most intricate and stunning temples, and the Sun Temple at Konark is in a league of its own. Known as the 'Black Pagoda', this temple, along with the Puri Temple served as a landmark for vessels out at sea in the Bay of Bengal. With a string of lovely temples, seafood and a stunning coastline, Konark is your quintessential temple town.



## ART WITH A HEART

Painting the world brighter with art! By Chaitali Verma



#### MAKING ART INCLUSIVE

Shalini Passi, the founder and director of the Shalini Passi Art Foundation and MASH (My Art Shalini), an online art platform, is an established art collector and artist. She is a part of the advisory board of Khoj and is an important patron of FICA (The Foundation for Indian Contemporary Art) and the Kochi-Muziris Biennale.

Besides these, Passi is also actively involved in conducting numerous workshops aimed at providing opportunities to underprivileged children to teach them about the arts and crafts.

"I'm very committed to supporting arts education because I understand the unique value of cultural exposure and the skills it fosters in people and children. Art can be perceived as exclusive, so it's important to have programmes that enable arts participation. This creates a less intimidating environment for people and they also learn to appreciate the arts," said Passi on the importance of arts education.

For Passi, art is about ideas and it should be a medium for expression or exploration. "I am drawn to works that push boundaries to challenge the status quo. To me, it's not just about what a piece of art looks like; it's about what it means, and specifically, what it means to me," she adds.

Passi recently participated in the GAAB Collector's Summit in Warsaw, Poland and is also involved in the Foundation's upcoming events, including a series of lectures by eminent speakers from a range of artistic disciplines. Her Art Foundation is also hoping to participate in India Art Fair and India Design ID in 2020.

#### PIONEER OF CONTEMPORARY ART

A graduate in Painting and a postgraduate in Art History, Bhavna Kakar established the contemporary art space called Latitude 28 in New Delhi to challenge preconceived notions of what comprises art.

"When I opened the gallery, there was very little support for young artists who were experimenting with innovative methods and materials but my independent curatorial practice enabled Latitude 28 to become a pioneering space in the city for contemporary art practices through collaborations with artists, curators and other institutions," shares Kakar.

Another marked deficit was a platform to initiate and sustain critical discourse on the arts. This led to her founding TAKE On Art, a bi-annual magazine that she edits and publishes. Through this niche magazine, she tries to build accessible, contemporary and global discourses on the arts with a special focus on South Asia.

Kakar has a word of advice for those who are new to the art world: "One can learn more about art through old catalogues, books about artists and art magazines, as these are good references for someone who is unfamiliar. See, see and see some more, as the eye is your best friend, hone it!"

She is currently involved in multiple projects like solo shows of acclaimed artists and a show on print-making. She is also working on the upcoming issues of TAKE On Art and is focussing on historical periods of Bengal art from the 1900s to the 2000s.





#### AN EYE FOR THE BEST

Payal Kapoor, the founder of a 14-year-old gallery, Arushi Arts, comes from a family of art collectors. Her late father was the director of Luxor and Parker in India and a well-known art collector with close associations with artists like M F Hussain and Sanjay Bhattacharya.

Arushi Arts aims to promote good Indian contemporary art at correct prices along with making people aware of Indian artists and Indian Art. The gallery has represented 25 artists so far and is actively working with 65 others.

"Art in our country is vibrant and eclectic, expressing various stylistic trends and influences, both from the east and the west, resulting in an idiom, which is global and Indian in ethos. We have held exhibitions in Delhi, Bombay, Chandigarh, Hongkong, Paris and London, to promote the same," says Kapoor.

"Harvest," the annual show of the gallery is carefully organised with unique themes each year. "All Harvest editions are very special to me but the Art and Poetry edition specially remains etched in my mind. Having Amitabh Bachchan as the chief guest, along with my father launching the limited edition Luxor Parker Pen designed by the Late M F Hussain, is a very special memory," shares Kapoor.

Her vision for Arushi Arts is to elevate Indian art to an international level and help it become a globally recognised force in the art world.





#### REVIVING AN ANCIENT ART

ooja Singhal started the Pichvai Tradition and Beyond, as an initiative for the sustenance and revival of this endangered, ancient art form. With her mother being a patron of the arts, the Pichvai tradition had always been integral to Singhal's life. "As the years progressed from Jor Bagh in September 2015 to the Kochi Biennale in 2016: from Famous Studios in Mumbai in 2018 to the India Art Fairs, the Pichvais started to weave their very own exceptional stories through my ideas and through the machines of my artists," says Singhal.

Over the years, Singhal's attempts to buy a good Pichvai went in vain as the patronage as well as the finesse and quality began to degrade. Having understood that very soon there would be no specialists left who

could create a decent Pichvai, she started working with some of the old artists who were associated with her family.

"The challenging part of reviving an old art form like this is managing the reluctance of the younger generation of the artist families, who prefer to find easier and quicker ways of earning rather than going through the rigorous training and discipline that traditional forms require. Since it is not always possible to talk to the artist directly and get them to follow and understand vour vision and execute it. I have trained a layer of people who are more exposed to the art world and modern technology and can translate my vision to the artist," says Singhal, who is currently planning her next exhibitions in kev Indian metros.

#### ART AFICIONADO WITH A CAUSE

ounder of the Seven Arts gallery and Director of the Nature Morte gallery, Aparajita Jain plays a key role in encouraging collaborations between prestigious museums, private collections, public institutions and corporate houses with the objective of promoting Indian modern art within the country and internationally. Jain, is currently working on the third edition of the Sculpture Park, Jaipur; she was on the board of Tate's South Asian Acquisition Committee and has given talks on art at different platforms like YFLO (Young FICCI Ladies Organisation). She is currently on the board of the Delhi chapter of YPO (Young Presidents Association) as well as on an advisory panel for the Indian Council for Cultural Relations. She also happens to be a founding member of the Harvard South Asia Institute Arts programme.

Jain also started Saat Saath

Arts—a non-profit organisation designed to raise awareness for art in India. Its first project, ART TIGER, brought together some of India's leading business houses to contribute to the cause of the endangered tiger in India. It also facilitated the donation of public artworks by renowned Indian artists to spaces across the country.

For Jain, knowledge about art begins with interest, awareness and education. She also believes that collecting art within a limited budget is possible. "Everyone has a budget, but galleries tend to have works of all ranges; so visit some reputed galleries and view the artworks on display before you make an informed choice about a piece that you would like to buy."

Most people are anxious about selecting the right piece of art, however, Jain says, "Good art is relative and depends on the viewer, so the trick is to buy something that is universally appreciated."





## At the heart of innovations

DR SARITA RAO TALKS ABOUT THE LATEST INNOVATIONS IN HEART DISEASE TREATMENTS IN THE COUNTRY.

s per a recent study by the American Heart Association, heart disease is one of the major causes of death among Indians. It also stated that Indians succumb to heart conditions a decade earlier than those in other countries. Some of the most common heart problems include coronary artery disease, heart attack, arrhythmias, heart failure, heart valve disease, congenital heart disease and cardiomyopathy. Heart disease is a silent killer and can even pose a risk to those without any existing risk factors. However, according to WHO, 80 to 90 per cent of premature deaths due to heart diseases can be prevented through regular screening, timely medical intervention, and proper disease

management. Thanks to innovation in treatment methodologies, it is possible for people with heart problems to have better outcomes.

Owing to technological innovations, there has been a dramatic shift in the approach to heart diseases. This includes everything from Artificial Intelligence (AI) based devices and sensor to soft robotics technology. Breakthroughs in sensor and nanotechnology have made Cardiac Resynchronization Therapy (CRT) and Implantable Cardioverter Defibrillators (ICDs) safer and more reliable. However, today, it is possible to place multiple sensors more precisely in different chambers of the heart which allows for better coordination. The pacemakers and defibrillators available today are equipped

with sensors that can keep a track of parameters such as blood oxygen levels, rate of physical activity, temperature, and hormone levels. Post which they sync this information to regulate a normal-functioning heart rate.

While maintaining a healthy diet, daily exercise routine and leading an active lifestyle are essential for a healthy heart, one cannot ignore the importance of routine health screenings. Blood pressure, blood sugar levels, blood cholesterol and body mass index are good indicators of your heart health. Here are some innovative technologies to diagnose and treat heart conditions:

- Transcatheter Aortic Valve
  Replacement (TAVR): A procedure to
  treat severe aortic stenosis a condition
  where heart's aortic valve narrows for
  those who cannot have an open-heart
  surgery.
- Transthoracic Echocardiography: A simple, non-invasive imaging technique that uses two-dimensional 'thin-slice' imaging to provide a comprehensive imaging of the heart.
- Holter Monitor: A small, portable device that helps record continuous Electrocardiography (ECG) patterns taken over a time frame of 24 to 72 hours. The device detects rhythmic abnormalities that may not show up in a normal ECG.
- Transcatheter Pacing System (TPS): Unlike a standard pacemaker, this leadless pacemaker in its small, capsulized form can be easily implanted using a catheter through a vein in the leg; a process similar to a stent insertion.
- Cardiac Catheterization or
  Angiography: An invasive procedure
  which requires the patient to be given
  anaesthesia. This test involves an
  insertion of a small tube into a vein in
  the leg or arm, along with a guiding
  fluoroscope. X-ray images are produced
  on the monitor which allow the doctor to
  guide and study blood flow through the
  heart, and check for other problems. This
  is beneficial in patients with severe arterial
  blocks that are indicated by abnormalities
  in other tests described above.



# LETTING GO OF ONE-SIDED LOVE

Love is a beautiful, divine feeling and must be experienced by all. But, what if you're not loved back by the person you love? By **Sanjana Chawla** 

e love our Bollywood love guru Shah Rukh Khan but we couldn't help but disagree with his famous dialogues about the undying powers of unrequited love. Love, when shared and exchanged between two people, is a sacred feeling and is all you need to feel complete. The same love could be devastating and draining if it turns out to be one-sided. You can't make someone fall in love with you or ask them to stay when they don't want to. So, here are some tips to

help you move on, because, after all, what good is unrequited love?

#### REALIZE YOUR SELF-WORTH

Aakriti Jain, a 20-year-old student shares, "I liked a very close friend of mine, but he didn't. So, he just took me for granted. My emotions and feelings didn't matter to him and he often acted in a very insensitive and rude way. I realized that I am not being respected, and decided not to message him again." No matter how much you like or love the person, no one should be over you or your self-respect. If you realize that the person is not bothered by or is not reciprocating to your feelings, it's better to uphold your dignity. Burst the fancy, hopeless,

"You can't make someone fall in love with you or ask them to stay when they least

want to. Let go of the person and the bitterness"

love-filled bubble that you are living in and forget about the person and this relation. "It's better to let go of the person to avoid extreme bitterness. The loss of self-respect and self-value may continue if you choose to be with someone who doesn't love you. You should never beg anyone for love," suggests marriage and relationships counsellor Shivani Misri Sadhoo.

#### DISTANCE YOURSELF FROM THE GUY

"Out of sight, out of mind" is what a psychological notion says. The more >

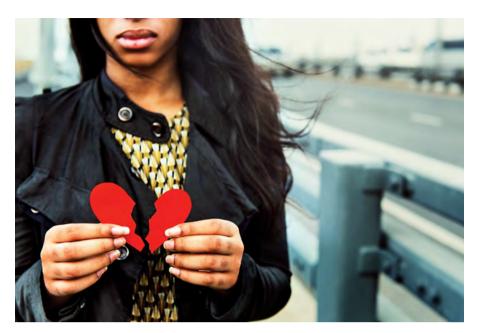
## FEMINA

#### BE UNSTOPPABLE

Since when did sticking out like a sore thumb become a bad thing? Let's talk. @femina.in/gossip



# T'SBETTER TOBE HATED BY EVERYONE,



"Give yourself sufficient time to explore other territories of your life. There are so many things in life that have nothing to do with love."

you're in touch with the person you love, the higher are the chances of you getting attached and dependent on him. Relationship counselor Dr Nisha Khanna says, "It is always better to cut off ties and all connections with the person you have feelings for. One must also erase the thoughts of that person and refrain from talking about them." The lesser you talk of or see him, the more are the chances of you forgetting him, and letting go of him and his memories. "I loved my best friend but he was dating someone else at that time. I decided to hide my feelings and blocked him from Whatsapp, Facebook, and Instagram. Not seeing him and not staying in touch helped me in getting

over him and my feelings," tells 20-year-old student Sanchita Sharma.

#### **INVEST IN YOURSELF**

Sometimes the best way to get someone out of your head is to focus on something new and make it the goal of your life. Start focusing on something you're passionate about, pursue your hobbies seriously or maybe join a new course and learn something new! "Give yourself sufficient time to explore other territories of your life," suggests Sadhoo. "There are so many good things in life that have nothing to do with love, boys or a relationship. Now that you have all the time to yourself, you can sing, dance, watch movies,

paint and do whatever you please. Don't listen to love songs and stay away from romantic movies," she adds. Distract yourself, but in a productive way, so that you're busy and working on becoming a better version of yourself.

#### CATCH UP WITH YOUR FRIENDS

While you are trying to forget the guy you have feelings for, there's no better time to catch up with your friends and family and to bond with them. Dr Khanna says, "The embrace of a loved one can overpower all hurt. It can fill you with optimism and fuel your hope for a better partner and life. Meeting and catching up with friends is therapeutic, so you should always stay in touch with them." Expressing your hurt and pain to those who care helps you in unburdening your heart and getting much-needed support and comfort. Aakriti,

student, 24, agrees on the importance of friends and shares, "My girlfriends have always been there for me and picked me up when I felt low and bad. Talking about my guy issues and feelings with them has always helped me feel better and happier. They always motivate me to be optimistic, and to not take this rejection personally."

#### MAKE PEACE WITH THE SINGLE LIFE "Acceptance is the essence

of living life effectively," says Sadhoo. While you are allowing yourself and your heart to heal, it's better to make the most of your time and understand yourself better. Sanchita shares, "It took me a while to move on, but as soon as I realized and accepted the reality, things got easier and I started to focus on myself. I started going out for dinner, movies, and trips alone and spent more time doing all the things I like. Prioritizing myself and my wellbeing was the best decision of my life." You must treat it as an opportunity to spend some time with yourself and to introspect. Dr Khanna suggests, "You should stop channelizing your time and energy into things and people who don't matter. Accept what's in front of you. Every moment spent thinking of him is a moment wasted. A rejection must not rule your life, and always remember that you are perfect, nothing is lacking or missing in you, and you are a strong person!" [



ith 126 projects and counting in just over three years, Aatika Manzar has carved a prominent position in the niche construction and design industry. Manzar extensively works in commercial and hospitality spaces, departmental stores and more recently into residential spaces. Earlier keen on pursuing a future in Chartered Accountancy due to her inclination towards calculations, Manzar later turned to architecture and cites her father as a strong influence for this decision. Though she faced issues with one of her eyes and was advised to take up a course that was easy on the eye by her doctor, she was quite determined to pursue her calling architecture. And now, even though her days are laden with working on screens and drawing intricate sketches, she's not complaining at all.

Being a woman in a predominantly male domain was particularly difficult, especially establishing her influence in the initial years. "Being both an architect and an interior designer, I had more knowledge about the field than several of my colleagues. Yet, whenever I worked

on sites and tried explaining structures to my male peers, it was often met with hesitation."

Even though she perfectly explained structural and framework formations, she was still asked if a "man" could take care of that part. However, with word of mouth and an impressive portfolio to boast of, attitudes are certainly changing for the better.

Currently managing 12 departmental store projects and having designed spaces from 200 sq. ft. to 40,000 sq. ft. area, she is now a known entity in this business. Some of her hospitality projects include Playboy club, Freemason's Brewery, Bombaykery, White Dubai, OTB and Station Bar. Merak, a book café in Faridabad is a project

Aatika Manzar extensively works in commercial and bospitality spaces, departmental stores and more recently into residential spaces

close to her heart as it was designed to be all-inclusive for the differently abled. From installing tac tiles to having a Braille menu for the blind, Manzar believes in pulling out all stops to strike the perfect balance. "Every design has a personal touch – most of my stores have an artistic artificial tree installed. Whether it is using my calligraphy skills to write on a café's chalkboards or playing with lighting ideas to cover up pillars, it all helps make the space more fascinating. Moreover, one of these artistic designs in a Station Bar is getting a feature in the Asian Paints - The Masters Gallery" she shares.

Aligning with her client's interests has always been a smooth ride and Manzar believes she has been lucky so far. "I am very fortunate that my clients trust our firm's work and design process. Once they share the design briefs, I work on creating parametric and organic designs with different colour pallets to enhance them." Often, in a creative field one tends to hit the proverbial cul-de-sac but that has never been an issue for her, solely due to her excitement towards her work. "Almost like a child in a candy store," she signs off.

#### INNOVATION AND COMFORT

A step towards sustainability and ease





**What:** Outdoor Rugs by Carpet Couture

What we liked: Carpet Couture has recently launched its new and exciting collection of outdoor rugs, which are all about being stylish and environment conscious! These carpets are completely sustainable and eco-friendly as they are made up of recycled polyester and are water resistant. This collection features a varied array of innovative and excellent quality rugs, skilfully woven into trendy looks and patterns. These highly durable and lightweight carpets are precisely placed on a tastefully chosen palette of neutrals like black and grey and bright colours like orange, yellow and red, awarding your home with an aesthetic and refreshing change.

**Price:** Price on request **Available at:** carpetcouture. com

#### **GLOWING IN SPLENDOUR**

Candles add class to any setting

What: White Teak Company's latest collection

What we liked: White Teak Company has come up with its latest candle stand collection which is all set to light up your home with luxury. This collection features a wide variety of candle stands made of wood, crystal, glass, leather, brass and metal. With an eye on detail, the products are creatively fashioned into unique and innovative designs

using different styles, patterns, finishes and sizes. Each and every candle stand has a dramatic name, Crystal Ball Glazing, Wishing Well, The Flame of the Forest, and alike. Justifying the name, are the striking effects, each piece gives out. Welcoming your guests with a warm and tender glow, these designs are a perfect festive buy.

**Price:** Price on request **Available at:** whiteteak.com





#### LAVISH AND AESTHETIC LIVING

Add charm and allure to your home

What: Latest collection by Beyond Designs

What we liked: Beyond Designs brings to you their latest collection of living room decor, which highlights the ultimate classic-modern melange. Custom designed in line with the signature style of the brand, the collection features a wide range of furniture pieces, chandeliers, table lamps, cushions, statement accessories

and lots more. The skillfully talented artisans have used rich materials of brass, crystal, velvet and leather, placed exquisitely on a tastefully chosen palette with hints of teal blue and hot pink. Mesmerising jewel tones, precious crystal material and antique gold polished pieces add to the glitz! Price: Price on request Available at: Beyond Designs store, MG Road, Delhi





#### **KEEPING TRADITION ALIVE**

Singer Paroma Banerjee is keeping the art of hand block printing alive. She talks to **HEMCHHAYA DE** about the challenges the art form is facing.



rtisans working in niche Artisans working ...... printing, will be no exception, and with the demand for handmade products expected to shrink further after the pandemic, they are a worried lot. Individual handloom revivalists are doing their best to sustain artisans. Take. for instance, Paroma Banerjee, one of the most popular singers and TV personalities in Bengal, who is keeping the Bengal tradition of hand blockprinted saris alive by running a small enterprise. She is deeply attached to it since her mother used to wear exquisitely hand blockprinted cotton saris.

At the outset, Banerjee's savs that she doesn't run her hand block printing enterprise on a grand scale. "Since sustaining the hand block-printing art form is my passion, I choose to invest in it. I am lucky, because of my primary profession, I am being able to support the artisans who form the backbone of my enterprise."

Baneriee has a small setup at her home. She rents a factory in a remote Kolkata suburb, where her team of printers work on her designs. She liaises with a host of master weavers not only in places like Bishnupur in Bengal, but also in other cities like Varanasi.

Over the years, however, the art form seems to have fallen into near oblivion from the heights of glory in the state. There's a dearth of good artisans in the state. As a result, better incentives need to be offered to motivate printers to produce exemplary quality of work and keep the tradition alive.

For now, Banerjee is trying to find ways to keep the demand up for her niche creations.





#### CIAO, PORES! Up your cleansing regime!

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What: Essential range by Aureana What's interesting: from severe acne to minimal breakouts, we all have been victimized by pores at some point in our lives. Well, it is now time to finally bid farewell to these pores by removing them from their roots. The Essential range by Aureana brings to you a range of products specially curated to solve your facial clogs. The deep pore face wash is infused with green tea extracts along with ACB fruit mix that decreases sebum production and blemishes, and is an ideal product for all types of skin. The pore minimizing toner is a cooling agent that works to remove bacteria and restores skin balance by hydrating and evening your skin tone. The face scrub is a perfect exfoliator for sensitive skin as well as oily skin. It includes detoxifying properties of lavender oil and gently removes blackheads, whiteheads, and dead skin, while leaving your face feeling and smelling fresh. Lastly, the charcoal cleansing gel is formulated with activated charcoal that focuses on purifying clogged pores, removing the tiniest of dirt and grime, and protects your skin from damage caused by pollution. This product range by Aureana is a one-stop purchase to solve all your pore problems.

Price: ₹699/- to ₹899/-Available at: https://www.auricbeauty. com/aureana

#### ITALY COMES TO INDIA LR Wonders – the skincare game changer

What: Skincare range by LR Wonder What's interesting: LR Wonder has

always been associated with revolutionizing the skincare industry ever since its launch in 2012 in Milan, Italy. In 8 short years, the brand is now making a way into the Indian market, thanks to Fedevi Ventures LLP. Viren Sawhney and Federico Natalini, Partners who have brought the brand to India, are excited to bring a luxurious and affordable skincare range to Indian customers LR wonders is renowned for blending nature with their products and with the support of University of Pavia as their R&D partner, all products are dermatologically tested, is free from parabens

uses no animals for testing. With ethically sourced ingredients, the

> skincare ranges regenerates, grows and brings a glow to your skin. Some of their famous ranges are the Wonder Caviar Collection which is made of proteins, amino acids, Omega 3, and traces of vitamins A, D, and E, being the perfect anti-aging skincare product. Another prominent range is their Plant Placenta Collection which employs a natural substitute for animal placenta and helps heal scars, dry skin, and stretch marks. Therefore, with LR Wonders, you can now trust the cosmetics to naturally heal your skin.

Price: On request Available at: https:// Irwonderindia.com/



#### BEAUTY MEETS BRAINS Customize, try, and buy!



What: Lipsticks by LipHue What's interesting: Founders Avni Sricharan & Dyuti Waghray launched the LipHue platform to an online portal revolutionize the e-commerce beauty industry. Initially a home-grown luxury brand based in Hyderabad, LipHue has successfully kept up with the latest trends in their products as well as their marketing strategies. Since the pandemic, everyone has resorted to online shopping to satisfy their retail therapy moods. With augmented reality taking the

technological era to a whole new direction, what better than having the option to not only get customized lipsticks but also achieving the experience to try them on virtually. Combining AR with personalized lip shades, you can now easily choose the perfect hue with its fragrance and try it on before you buy it. Geared towards adapting the new normal, LipHue is everything we needed to enhance our shopping experience.

Price: On Request

Available at: https://www.liphue.com/



### PEN, PAPER AND PASSION

STORY-TELLER NITA BAJORIA TALKS ABOUT HER LOVE OF WRITING AND HER LATEST GRAPHIC SHORT STORY COLLECTION.

I ita Bajoria may best be described as a lazy bookworm who utilizes her moments of feeling out of place in a social gathering by observing people around her and plotting short stories. Before writing, she experimented with jobs like a computer teacher and programmer, kitchen designer, kitchen manufacturer, and that of an office magazine editor. But her favourite is the one that she's now pursuing full time — weaving stories. Knitting stories around relationships, emotional needs and various perceptions that define life is her forte. While her short stories and travelogues have been featured in magazines like Alive and Airports India, The Leap is her debut novel. She forayed into the world of graphic novels with her comic book series Urban Chronicles in January 2020 and handles her blog Nita's Tussie Mussies.

In conversation with author Nita Bajoria, here are some excerpts from the interview.

#### How did your journey as a writer begin?

It started long back as a prologue when I was a kid. I loved reading and whenever I came across a good book, I would try to write something. However, I never thought of it as a career until recently. Around five years ago, I realised my calling was writing and plunged right into it. After much, contemplation I left my then job and started writing professionally.

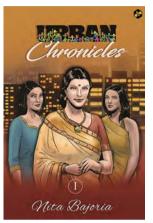
#### Tell us a bit about your first book, The Leap?

The Leap, my first novel, is contemporary science fiction. Set in the present time with many flashbacks, the story is told in the context of The Red Planet Project - a private non-profit venture, to establish a permanent settlement on Mars. The Leap is at once a character-driven story primarily of the settler candidates, through their personal histories and interactions with each other and their families.

## Could you elaborate on what Urban Chronicles is about?

A graphic short story collection, this is one of its kind that explores life in a metro. The infrastructure of built environment categorized by urban sociology has always been a subject of an enigma. City dwellers are often accused of escaping from their agrarian life towards the







BOOKS AVAILABLE ON AMAZON

comforts of a bourgeois metropolis. But is it true? Is a cosmopolitan devoid of struggles and hardships? Tinged with suspicion, first series of *Urban Chronicles* are grounded in the contemporary era.

#### Who is your favourite author?

Richard Bach, Paulo Coelho, Chitra Divakaruni, ElifShafak, Jeffery Archer, P.G. Wodehouse, Scott McCloud, Osamu Tezuka, and Vladimir Nabokov are some of my favourites, to name a few.

#### What do you think about the millennials' reading habits and your tips to young budding writers?

I find it disheartening that many women who used to read during their childhood and teenhood have stopped reading due to lack of time. Reading helps you to grow and de-stress. Keeping this in mind, I have turned my short stories into graphic novels. This will revive their excitement as the visuals in a comic book makes reading more fun.

As for tips to budding writers, writing regularly, helps. Writer's block can be handled either by reading or by refraining from reading and writing for a few days.

A Nita Bajoria's stories are eloquent vignettes of alienation and ennui in urban existence, wonderfully brought to life in visual narratives that are arresting and appealing to readers across all ages.

- Pinaki De (Comics scholar and co-editor, Longform Collective)

## SAFEGUARDING HERITAGE

SHYAM SUNDAR BASU, FOUNDER OF RAI KISHORI COLLECTION, FOCUSED KEENLY ON KEEPING THE BENGAL CULTURE AND TRADITIONS ALIVE. THE YOUNG DESIGNER TALKS ABOUT HIS JOURNEY AND HOW HAS IT SHAPED HIS IDEOLOGY

## TRADITIONAL BENGALI DRESSING IS SYNONYMOUS WITH THE RAI KISHORI COLLECTION, WHAT'S YOUR TAKE ON THE SAME?

Most of the designers in today's time focus on westernised trends, but in my opinion, heritage craft is timeless, especially for occasions and festivities in India. My local and international clients prefer traditional ensembles best for popular festivals like Ashtami Day during Durga Puja or Saraswati Puja. They want to embrace their tradition in an old school way, therefore I offer them exactly what they want,

#### TELL US ABOUT YOUR JOURNEY SO FAR?

It has been a gradual growth for the brand, over the span of 6 years, and watching the work being appreciated by the industry and esteemed publications is amazing. It's not my endeavour alone, there's a strong army of people like Sagar Jha, Mirza Mazahar, Krishna Chowdhury and few more who have been my pillars of strength.



"IT HAS BEEN MY MANTRA TO KEEP BENGAL TRADITION ALIVE AND GOING FOR FUTURE TIMES TO COME..."

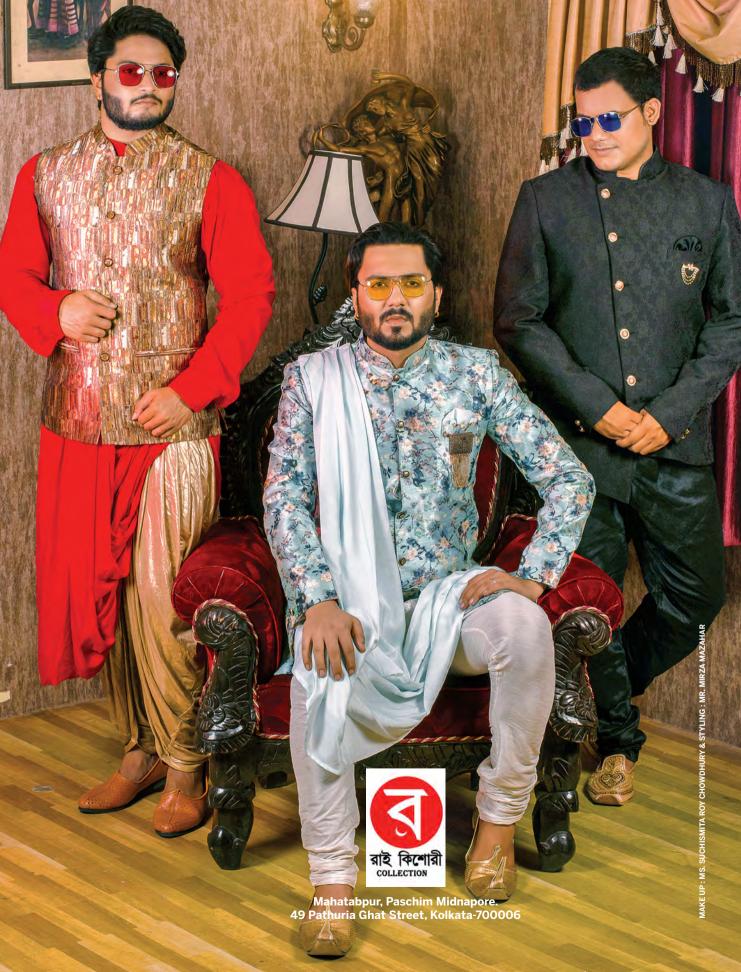


#### TELL US ABOUT THE INTERNATIONAL SHOOT?

It felt like a great sense of achievement, because I never expected the brand to reach where it did in such a short span. I was surprised when I got a call from a & b Café in Woraburi Pattaya, but we made most out of this opportunity and the shoot with the ambassador Sagar Jha went off really well. He is also the ambassador of the café, his passion and dedication for his craft matches the ideology we have which makes him the perfect choice.

## WHAT DO YOU HAVE IN STORE FOR THE PUJA COLLECTION?

To be very honest, this year as COVID 19 has affected pretty much everybody I don't have a robust plan for the puja collection. But we're creating a budgeted line for our consumer as we understand their spending capacity in the current situation. Besides the puja collection, I am working on creating a couple of lines for charity as a gesture to give back to the poor. Along with that we have a couple of Tollywood collaborations in the pipeline as well.





## DRIVE TO SURVIVE ASICS goes sustainable

What: Recycled shoe range by ASICS What's interesting: Launched in 1949, with over 43 stores in India, ASICS has begun to use their platform to step up towards creating a sustainable world. Their latest range keeps up with the brand's commitment to sustainability and aims to combat climate change. The new shoe models use recycled fibred made from approximately 300,000 PET bottles. ASICS is slowly moving towards a future where all their products are made from recycled materials. Moreover, they have

shifted their packaging designs to now employ recycled paper boxes using water-based inks. This initiative will expand from September 2020 and by 2021, they aim to cut their annual CO2 emissions by about 1200 metric tons. Choose to invest with this brand and be rest assured that every purchase you make, will no longer put a strain on our environment.

Price: INR 7499/- to INR 10999/-Available at: VegNonVeg and Superkicks Stores in Delhi, Mumbai and Bangalore.

### TECH IT UP! Syska joins the fitness bandwagon

What: Syska SW100 Smart Watch What's interesting: Syska's venture into the smart wearable market is indeed a momentous launch. With the leading FMEG brand gearing towards revolutionizing the smartwatch segment with their renowned technology and innovation, it will meet your fitness recording demands with ease that too at an affordable price. Just how you have put fitness over laziness, trust Syska to prioritize functionality over form. Syska's smartwatch offers several features including - a battery life of up to 15 days, health monitoring, water resistance up to 1.5 meters, customizable watch faces, multi-sport modes, and smart notifications. It comes with a charging cable and a user manual, making it easier for you to get the technology right. Up your fitness regimen by showing off your new Syska smartwatch!

Price: INR 3,999 Available at: Flipkart



#### BLENDING SENTIMENTS WITH FASHION FLAMBOYANT, UNAPOLOGETIC, AND VERSATILE



What: Nostalgia by Shehla Khan What's interesting: Shehla Khan's latest demi-couture collection is the right mix of past, present, and future. It brings together bling, charm, and sultry hues and delivers the perfect look for throwback Thursdays. A collection designed to portray luxury and glamour; the pieces will appeal to you on a personal level. Further accentuated with Swarovski crystals, the collection blends modernity and contemporary styles. It's time to switch those heavy dupattas with edgy sarees to stand out in any and every social gathering. Shehla Khan is truly the name attached with versatility offered through dreamy designs.

Price: On request
Available at: On request



#### VOCAL FOR HANDMADE

I believe in the simplicity of handlooms. The basic wooden framework and the crossed over warp and weft signifies life itself. The effort of the weaver to weave the fabric, adds value to the fabric. But today people relate handloom as earthy and devoid of glamour. But at the same time handloom can be very

western glamorous and festive. My clothes are made of handloom, yet they are festive and attractive.

They have a voice of their own which makes you stand out. We stand

out in our own homegrown fabrics and embroideries like Kantha.Our aesthetics are derived from art, literature and culture. Also the simplicity in clothes, which is transparent and beautiful.We have our iconic Kantha embroidery fused with different handloom weaves.

THE LABEL: Soumodeep Dutta.

THE LABEL Soumodeep Dutta, the label, is based out of Kolkata and bears the essence of age-old Bengal, Handmade, Handloom, Earthy, Bengal, Indigenous, Natural, Drapes, Saree are some keywords that define the Label

define the Label.

THE DESIGNER: Soumodeep
Dutta is a NIFT, New Delhi Alumni.
He believes in simplicity and
innovative use of craft. Soumodeep
wishes to work with the diverse
handloom and handicraft sectors in
India. He also wants to create
employment opportunities with his

He says "Bengali culture and traditions have always fascinated me. Another thing I'm always inspired from is spirituality. Sometimes a simple observation gives you a divine realisation. That shows me the direction to my collection"

#### Abhijit Chakraborty better known as Abby. A leading model from eastern India. He shares some tips for the aspiring models.

I believe simplicity is something which comes first. A positive mindset and focussed vision helps chart the journey. Success and failure are part of this journey hence one shouldn't be afraid to fail as it makes your experience richer. Never be boggled down with the pressures that come along with it instead maintain your positive attitude which is an important aspect in the world of modelling. Although looks and appearance have a good deal of weightage but ultimately its one's Personality which would make one a successful model in different types of fashion experiences. I focus on my Diet plan keep it as simple, clean and balanced with fair amount of fat, protein, carbohydrates and ample of fruits rich in antioxidants. I try my best to avoid junk food, fat rich diet which makes one feel bloated and thus unhealthy. Struggle is one's best teacher

for becoming a fashion model, have patience and hold on. That's the mantra to this World of Modelling which looks very glamorous from the outside but is laden with long work hours, fierce competition, right opportunity and rejections. Hence be prepared and geared up well for this journey which is not an easy flow. As an aspiring model one should always master their skills, have proper network and get noticed in the crowd. This is a journey of emotion.

A journey only a few understand. Never get defeated by struggle. If you have proper understanding of the profession and you put right effort with unique skills then success is all yours!

Photographer: Aditya Mukherjee

The Runway Story Unit of Vayuveera Enterprises

57B, Block - D, New Alipore, Kolkata - 700053

Phone Number : 9830078181



## MAKEUP MAESTROS

FROM FASHION SHOWS, AND EDITORIAL CAMPAIGNS, TO ADVERTISEMENT AND MOVIES, MAKEUP ARTIST AND FASHION STYLIST DUO KAUSHIK AND RAJAT HAVE CONQUERED IT ALL.

Active the Kolkata

Couture Fashion Week
and the Blender's Pride
Fashion Tour. They have also

collaborated with leading couturiers like Anamika Khanna, Manish Malhotra, Manish Arora and Sabyasachi Mukherjee on various fashion soirees. Besides runway shows, they have showcased their artistry in national campaigns, commercials, and Bollywood flicks like Jhoom BarabarJhoom, Fashion and Love AajKal.









FASHION STYLIST





# FRAMES OF SILENCE

Janhavi Khemka's art works are being feted around the world. The young artist speaks to **Manisha Dasgupta** about her challenges and achievements



anhavi Khemka feels that her passion for art has helped her overcome all kinds of challenges in life. The artist has hearing impairment, but that has never stopped her from chasing her dreams. "Any kind of physical disability is always a challenge, but for me, this challenge is also my strength," says the young artist, who specialises in printmaking. "It is the window through which I perceive and reassess my position within this world." Excerpts from an interview with Khemka, who divides her time between Santiniketan and Varanasi:

#### Tell us a bit about your recent experimentations.

I consider myself a cross-disciplinary printmaker. Although I specialise in woodcut, I also work with installations, video, glass sculptures and other forms of printmaking. More recently, along with making videos that accompany some of my installation-based works, I have started developing a stop-motion method >

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of film- making using traditional woodcut techniques. I painstakingly carve each frame and print it in order to create a moving narrative, thus extending my practice into a newer avenue of experimentation.

#### How has art helped you cope with life's challenges?

As a hearing impaired person, through most of my life, I have found it difficult to express my innermost feelings. My mother, who died of cancer, was my first teacher and my link to the world. After her demise, I had to learn how to negotiate with the world around me. Art has helped me look for meaning in smaller, intimate things. My work is focused on finding ways to overcome my disability, hence subject wise, most of my art works deal with my personal space, both mental and physical. Each work may be compared to a pin dropped on the map of my life - here is when I was hurt, here I picked myself up, here I made friends, here I spread my wings, and so on. More recently, this mapping has extended to an installationbased recreation of my living space. I create this from woodcut and stop motion videos and invite viewers to experience a black-and-white interpretation of my world, where a lack of colour signifies the loss of my aural sense.

## One can see Van Gogh's influence in your works. How has the legendary artist inspired you?

'Don't make me walk when I want to fly' is a four feet by six feet colour, nine woodcut print created with oil-based inks. This is a reduction print carved on a single Masonite board. For this print, I had to cut the board nine times to print each colour separately. This work is inspired by several thoughts, the most apparent one being my love for Van Gogh. As a hearing impaired person, I find it difficult sometimes to express my innermost feelings and over the years,



Van Gogh's life and works have helped me look for meaning in smaller things. This particular work also talks about finding inner reserves of strength to overcome my disability and to spread my wings through my imagination and my art. The blue overtone in the work, inspired by Starry Night, also creates a certain movement that lends an introspective quality to the work. For me, it is very important to be able to be free and independent and this work is an expression of that desire.

#### Tell us about your experience in Santiniketan.

When I took admission for my masters in printmaking at Kala Bhavan in Visva Bharati, Santiniketan, I was able to communicate with great artists of our

SANTINIKETAN
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times and see their works. The place is so beautiful; the tranquil environment made me more creative. I started living away from my family for the first time, which made me feel lonely, yet somewhere their presence helped me in becoming more creative. I did only a few mediums before, but for my masters, I started to focus on newer areas. Tagore is present everywhere in Santiniketan; it's a place of pilgrimage for art students like me. Currently, I am setting up my big studio in Santiniketan. I will stay and work there. And I would like to invite many artists and students in my studio. We will talk about art. And we will learn from each other. I strongly believe, whether I am a student of art or a practising artist, learning never ends.

#### Why did you choose woodcut as your medium of work?

When I am doing woodcut, I always feel I am nurturing my dream. The expressions which come out through woodcut make me feel like I am in some other dimension of my life. I want to live totally within nature, so every natural phenomenon is part of my life. It gives me a sense of freedom. When I started getting ideas about graphics as a subject and woodcut as one of the mediums, it all proved to be a lot of fun and I found this medium more expressive. Slowly I got more and more inspired, and then I started giving shape to my thoughts.

#### What are your future plans?

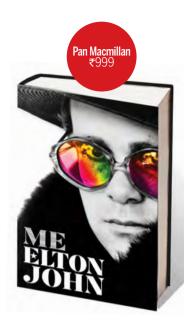
I will start my workshop residency abroad. I will start the workshop and call young artists or students. Through these workshops, I'd like to help young artists to hone their skills. I have a long-term goal as well — I wish to set up a beautiful studio where I can help children chase their dreams of making it big in the world of art. I hope I can fulfil this dream someday.

#### What will your advice be to aspiring artists?

Believe in your dream and work hard.



#### ME by Elton John



here's no one. it seems, who has never had that moment when they're stone cold sober and are ruminating on what it'd be like to not be single. Elton John had that moment, too. Some of the events and emotions described in Me. his autobiography, were there in the 2019 summer hit Rocketman, the musical biopic on Elton John. The tales of Elton's relationships with other mega-famous creative geniuses (Freddie Mercury, John Lennon, George Michael, designer

Gianni Versace) are among the many little treats in the book. But his courtship with David Furnish is really one of the funniest and sweetest parts of this story. With possibly the briefest title ever for an autobiography, along with the OTT-ness of this impressive read, the most astonishing aspect is his candour: he holds back nothing; is apologetic about nothing, though mistakes are candidly acknowledged; and, above all, he appears to have forgotten nothing of his earliest musical years, the time of being paid pennies or

less for a concert, fantasising about names with whom he'd perform later. There's also no holding back on a childhood spent in mortal fear of two parents who'd explode in anger for no reason at all, and the impact of that on Elton's way of doing things later. This is more like a long, relaxed chat than something as heavyweight as an autobiography-if one of the world's greatest stars had the time to lean back on a lounger, wine glass in hand, and start talking about his life. this is how he might say it.

By Sanchita Guha

# RECOMMENDED reads

#### THE TESTAMENTS by Margaret Atwood

or all the waves it made after its 1985 publication, The Handmaid's Tale by Margaret Atwood has reached its peak force with the 2019 sequel, the Booker-winning The Testaments. It is an absolutely chilling yet hopeful story, a tale of woman's abject misery in the hands of man and then her cold, destructive intelligence, decimating his empire of repression.

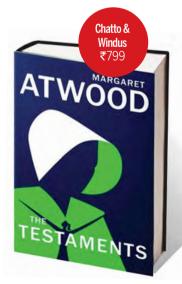
In the first book, Offred, the Handmaid enters a van that could take her to either

freedom or death. The second book has no Offred but her escape is hinted at and her spirit is present in the secret resistance named Mayday. The narrator shifts from the Handmaid to the Aunts, the women who run the "separate female sphere" of the tyrannical Republic of Gilead, and of two young girls, physically apart but joined by fate. We now see more clearly the characters who had earlier served as a backdrop for Offred and the obedient daughters. The central character, Aunt Lydia, has to

be one of the most fascinating in modern literature. In Gilead, no matter what a woman is, free will and consent don't have much of a role in her life. However, the spark of rebellion and ingenuity can't be snuffed out by even the most fanatic.

It never ceases to astonish how Atwood says everything while leaving so much unsaid—the degradation, the plotting, the power play, all wrapped in words that let the reader's own imagination propel the story forward.

By Sanchita Guha 🖪



## SOUTH SOUTH

# confidence is the essence of beauty

Beauty need not be complicated, feels Chennai based makeup artist, Sridevi Ramesh. She speaks to **Kayalvizhi Arivalan** on what the real beauty is all about



implicity is the key to looking beautiful. That has always been the motto of Chennai based International makeup artist, Sridevi Ramesh. Her desire to become an internationally recognized makeup artist has been her motivation, "As a kid my journey started in the field of makeup and beauty when my interest started fluctuating towards getting dressed up during my teens. I always had the passion towards makeup and acquired the knowledge by researching and reading about it. Doors began to open and I was soon working for celebrities and designers to put together their desired look" recalls Ramesh, who strongly feels that her zest for makeup has made her look for opportunities to develop herself as a professional artist, which in turn has helped her to become the

"DOORS BEGAN TO OPEN AND I WAS SOON WORKING FOR CELEBRITIES AND DESIGNERS TO PUT TOGETHER THEIR DESIRED

LOOK."

entrepreneur she is today.

"Essence of Beauty is the confidence one shows from inside out. Beauty comes within, when you believe in yourself. You will always have a spark within you and it starts shining once you discover the confidence within vourself" savs Ramesh. who also feels beauty is ageless. "We cannot define beauty with a number. It is ageless and limitless. Every one of us is blessed with beauty in our own way. How you project it to the outside world, that matters". According to Ramesh, an efficient artist should possess the profound knowledge about makeup, the skill to work with products that are safe, and the ability to cater the best look possible to showcase the client's beauty. She says beauty does need investment in the form of dedication, maintenance. passion, health which contributes to your external and internal beauty. "I have travelled across the globe and worked on many skin tones. It's all the same. Every skin tone is beautiful in its own way. Age, skin tone, money, fancy makeup products doesn't make one beautiful. Beauty is everywhere. It is the harmony between what's inside as well as what's on the outside" concludes Ramesh, the celebrity makeup artist.

### **BALANCING YOUR**

## KID'S SCREEN TIME WITH FUN AND CREATIVE IDEAS

As the present lockdown has forced kids to settle for a virtual learning experience, balancing their screen time with an engaging non-screen activity requires an effort. But encouraging them to do something constructive is worth your extra effort, says **Kayalvizhi Arivalan** 



he world has come to a standstill and so have our lives. With online classes replacing the physical school atmosphere, parents are confused about how much screen time is correct for their kids. However, a healthy relationship with these devices while still engaging in other activities is the best way to keep the kids balanced. Rajesh Vohra, CEO, Artsana India in assistance with Chicco Osservatorio Centre suggests some creative ways which will keep kids happy, less irritable and even sharpen their mind.

## Instead of watching make their own cartoon:

Encouraging the child to draw their favorite cartoon character can be a very joyful experience and at the same time support their creative side. Once completed, parents can further engage with the child in fun conversation about the story and motivation behind the drawing of the particular character.

#### Allocating simple tasks:

Allocating simple, everyday tasks to your little one will

keep them engaged and feel an important part of family routines. Completing that task will give them a sense of achievement. Tasks like helping grandparents or watering the plants are very useful activities that can help them to gain practical knowledge and motivate them too.

#### Offer your little one a creative toy:

There are toys that are not only fun but help in development of senses and skills. Legos, puzzles, and Play-Dough are a wonderful option. Not only will your child be able to play with them for hours, but it also supports in development of motor skills, hand-eye coordination,

precision targeting and allows the usage at home or out in the open air.

#### Have dance parties:

They need to move their little bodies and have exercise even if they are kept away from the playground. Choose a playlist together, blast the music, and let them move and shake any which way they want.

#### Talk it out:

Talking to kids instead of just watching a screen is very crucial. It paves the path of bonding in the family and also helps to know the kid's thoughts on current things. Parents can use this time to share their wisdom with their kids in a fun way by sharing their childhood story.













## AN EFFECTIVE AND SAFE WAY TO CLEAN VEGETABLES AND FRUITS

The discerning consumer world over has begun to adopt more stringent hygiene practices in every aspect of their lifestyle including food

**What:** ITC Nimwash **Where:** In stores and online

What we loved: Nimwash redefining the way of cleaning vegetables and fruits. It harnesses the power of neem and citrus fruits extract to ensure 100% natural action that ensures washing away of pesticides from Surfaces of Vegetables & Fruits and 99.9% germs. The Vegetable and Fruit wash has been specially designed as a preventive hygiene solution which is safe to use and has no added bleach or artificial colour. The product is available in 2 variants- Soak and Wash as well as Spray and Wash. Nimwash is available in 450ml, 500 ml and 1 litre packs.

Price: Nimwash Soak & Wash priced at INR 99 for 500 ml and 1 litre pack is priced at INR 190. The convenient format of Spray and Wash will be available in 450ml packs priced at ₹130



#### THE BIG CHILL

A refreshing cold coffee drink you'll want to sip all day long

What: Cold coffee by Cothas Coffee

Where: Cothas Coffee Shops and leading retail stores.

What we loved: A cold brew combines the refreshing properties of a cold drink along with the coffee kick. The newly launched Cold Coffee by Cothas Coffee is made from pure coffee extracts. Splash of milk, pure coffee extract, and your favorite flavors such as hazelnut or



cocoa makes it a perfect drink enjoyable by all. Cothas Coffee since has grown from being that talk-ofthe-neighborhood coffee roaster to becoming the aroma of a coffee nation. With the addition of lip smacking cold beverages, Cothas Coffee has become everyone's preferred coffee partner.

**Price:** 250 ml is ₹70

## Importance of anouring

## Importance of ensuring family health

Take charge of your health by incorporating small yet impactful changes to your lifestyle

What: California Almonds Where: www.almonds.in

What we loved: In today's fast-paced world, snacking has become an integral part of many Indians daily diet and routine. By practicing social distancing and working from home, the opportunity and tendency to snack has also increased. A recent survey points out that the Indian consumer's preferences are skewed towards mindful and healthy snacking. The Almond Board of California has been persistently working towards educating consumers on the importance of proper nutrition and the need to maintain a healthy lifestyle. By making these small lifestyle changes, and consistently following them through, families across India can make a healthy difference to their lives.

Price: On request **E** 



The Wedding Collective

## Sundari Silks

INDIA

No. 36, North Usman Road, T.Nagar, Chennai - 600 017. Phone: +91 44 2814 9999 / +91 44 2814 3093

Chennai | Mumbai

Shop Online at www.sundarisilks.com





### ANTI-VIRAL CLOTHING THE FUTURE OF FASHION INDUSTRY

The latest must-have in our Covid-fighting arsenal is clothing that gives us a protective shield



What: Anti-viral fashion wear

Where: In stores

What we loved: Loyal Textiles Mills Ltd recently launched range of Fashion wear with triple viral shield technology anti-viral t-shirts, trousers, leggings and innerwear both for domestic and export markets. The fabrics are coated with an invisible film that kills the virus. The Viroblock film works on the fabric for 30 laundry cycles. The fabrics are inherently anti-microbial inhibiting bacterial and viral growth with a blend of cotton fiber. The blended fabrics have been specially treated with HeiO Viroblock, which is proven and tested to have excellent antiviral efficacy of 99.99 per cent against several viruses including coronavirus SARS-Cov-2 (COVID-19). Price: On request



#### A TIMELESS TRADITION

An awe-inspiring detailing of pure zari work



What: Sundari Silks Where: In store What we loved: The richness and legacy of the Chettinad houses, the architectural elements, the grandeur, and the tradition are skillfully translated into these sarees. These Kaniivaram silks are widely known for their vibrant colours and bold designs and are all unique in their own way. As an ode to the timeless tradition, the motifs are inspired by the magnificent pillars, windows, and doors. The opulence of the fortress-like mansions is handcrafted and layered to perfection. Price: On request

## Handcrafted with a blend of pure ingredients

By choosing organic and natural products, you are committing yourself to wellness

What: Aloevera gel by Deyga

Where: deyga.in

What we loved: From the selection of organically cultivated raw materials to the use of antique vessels Deyga organics believe in going back to the roots. In the cosmetic world of chemical factories, they step towards an organic pathway for beauty care essentials are not only humanitarian but revolutionary too. Deyga organics has a variety of products addressing one's head to toe requirements such as skin, bath, body, hair are and so on. One

such bestseller from
Deyga organics is their
Aloevera Gel. It
refreshes your skin
and brings a natural
glow immediately. The
gel also makes your
skin soft and supple,
Aloe Vera gel has
cooling properties and
is anti-inflammatory
comes in handy for
most of your skin care
problems.

**Price:** ₹350 **E** 





## THE LEGACY IN **EVERY CUP**



The aroma of freshly-brewed cups of coffee is what most of us wake up to. Cothas Coffee makes one such cuppa from the pristine hills of Chikmagalur and Kodagu. C.S. Nitin, Partner, Cothas Coffee takes us on the journey into the legacy that goes behind the making of every cup of freshly brewed coffee

othas Coffee today is India's leading manufacturer and exporter of filter coffee powder. operating more than 30 company owned retail outlets, corporate beverage solutions for leading companies, tech parks and airports all over India. It all dates back to 1949. when Sri Krishnaiah Chetty set up shop selling filter coffee powder to domestic customers and hoteliers. "The green coffee beans of different varieties from the local market are procured and roasted to the perfect temperatures, grounded and packed with the entire aroma intact before it was delivered to the customers. With the art of the brew running in the founder's family's veins, Cothas Coffee has grown from being that talkof-the-neighbourhood coffee roaster to becoming the aroma of a coffee nation" says Nitin.

Undoubtedly, all business establishments, irrespective of their strength and type of industry, have been affected by the ongoing pandemic alerts. COVID-19 has impacted the coffee industry but it balanced itself due to the increase in consumption at home. "Certainly there has been a spike in home consumption. whereas from the away from the home segment, the consumption dropped to almost 10% of pre Covid-19 consumption numbers" says Nitin. India does hold its position strong on the coffee map of the world. Cothas Coffee being one of the premium filter coffee brands in India, has grown more than the coffee industry's growth rate by improving market share as well as in consumer's preference to their filter coffee. "Our company has maintained the same taste and quality right from the inception due to stringent quality control. using the state of the art coffee roasters and coffee grinders. Cothas partners with select growers to procure the finest



**Several researches and studies** have proven that drinking coffee in moderation has numerous health benefits and three to four cups a day will be good enough to have a nice balance.

blends with a combination of

Arabica and Robusta beans.

company in India to launch

cold coffee with pure coffee

extract in three variants as

Classic. Mocha (Chocolate &

& coffee), These cold coffees

are supplemented with three

variants of milkshakes - Vanilla,

Strawberry, and Choco Banana.

"To replicate the same home

coffee drinking experience at

Coffee) and Bon Bon (Hazelnut

Cothas Coffee is also the only

beans". With over 70 years of expertise in this field. Cothas Coffee has opened 30 stores and several filter coffee blends ranging from 100% pure coffee and various combinations of coffee and Chicory mixes too. Their fastest selling blend is the one with 85% coffee and 15% chicory. There are also roasted coffee beans with various

away from home locations like offices, hospitals etc., the company has installed bulk coffee brewing equipment across corporate offices, hospitals, large hotels, educational institutions etc. The response has been overwhelming as the end users are able to get a good quality of filter coffee with consistency and with great homemade taste" concludes Nitin. [3



## MAKING HEADWAY TO SUCCESS

An aspiring supermodel looking to change the world, this Mumbaikar is one to watch out for. By **Gayatri Chivukula** 

### VEDASHREE RANE

he first child of her family, Vedashree Rane, always got a lot of attention and care. Her favourite and funniest memory would be during her kindergarten when a teacher commented on calling her shabby and ghastly. The next day her entire family showed up in the classroom, showering her with support and

confidence. Growing up, Rane had always dreamt of having a lifestyle full of fame and luxury and back then being a supermodel seemed like the best way of achieving this. Now, Rane's motivation towards her dream is different. After winning *Times* Fresh Face in 2018 at college, she decided to pursue modelling as a serious choice of a career. She recently participated in *Femina* Stylista West 2020.

An animal lover and a vegetarian by choice, diet, and fitness are important to Rane. Talking about her almost spiritual connection with food, Rane says, "Everything between women and food is connected, it's a quick stress buster as we are constantly stressed about something and stressed spelt backwards is desserts so we've got the solution with the problem."

Rane's fitness regimen is very focused, but not restricting as she maintains an active lifestyle despite not being a gym freak. She says, "I have changed little of the eating



habits I have cut most of the junk but the rest of my food intake remains the same, my body has a fast metabolism as I was a sports player my entire life. So, food rarely affects my body type. So, I don't go to the gym, but I meditate and a brisk walk in the morning for half an hour."

With immense love for dance, Rane believes in dancing like no one's watching and getting engrossed in the music. Her favourite stress busters are desserts, sleep, and a diary full of the smallest of her achievements. With a positive outlook towards like Rane admits, "While I don't think I have truly achieved anything yet worth counting but the fact that my parents believe that I am worth

achieving and reaching peaks means the most to me."

An ardent fan of the Disney princess Jasmine, Rane asserts that staying grateful and down to earth despite having everything you could ask for is what makes you a good human, and would love to meet Mother Teresa if she had the chance to learn her heart of gold and live a life completely for others. The hard-working model is currently pursuing a degree in psychology. She says, "I can't stop ageing. I obviously can't walk like a supermodel forever, so I see myself as a supermodel working for a purpose world-wide, and I feel having a good knowledge of psychology is a great way to do so." [3]





**ARCHITECTURAL COLLABORATIONS** 



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