



From the EDITOR'S DESK

f there's anything that introduced a glimmer of excitement in our routine lives these last few weeks, it was the Olympic Games, and competition wasn't the only thing on the menu. The entire premise of these athletes working their way through the challenges presented by a Covidravaged 2020 with perseverance and incredible patience to present their best side yet, served us a reminder to keep going while the pandemic continues to rage in fits and bursts almost all around the world. Besides our total medal haul, which included four bronze, two silver, and India's first athletics gold, and a note-worthy performance from the men's and women's hockey teams, the most glorious result was mental health sharing the podium with physical performance.

Our covergirl for August, actor Bhumi Pednekar, is also cut from a similar cloth. She's worked her way through and proved her acting mettle, all the while not forgetting to use her star power to take forward a conversation on climate change and more recently, during the devastating second wave where along with her team, she worked tirelessly to amplify resources and access to medical resources.

This month, we're introducing our first edition of *Grazia* Most Loved Brands, a curated list of the coolest brands that millennials love – keep an eye out for this compilation. And as always, head to our shopping pages as we continue to highlight homegrown brands that should be on your radar, including an exciting new crop of menswear designers.

Until next month,

Mehard









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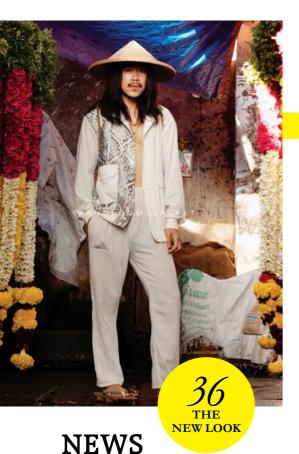
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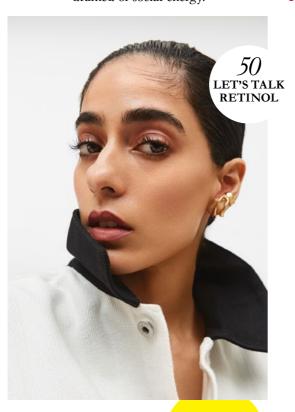
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10 10 HOT STORIES

This month, we're rediscovering the joy of dressing up with fussfree dresses that work for any event, making way for big bag energy as the shopper takes centre stage, and finding out why it's important to recharge when drained of social energy.



Europe's No 1 Style Magazine

GRAZIA AUGUST 2021 VOLUME 14 ISSUE 5

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Bhumi Pednekar talks about climate change, the critical importance of validation from her parents while growing up, and Mumbai as a visual memory-scape.

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A bunch of local menswear labels are propelling a much-awaited shift in mindset through thoughtfully designed and sustainably-made garments.

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As we modify the way we shop, create and lead our lives, we're also focusing on homegrown labels. Here's our edit of brands to bookmark, love and buy right now.



Photographs TARAS TARAPORVALA/ INEGA Fashion Director PASHAM ALWANI Hair and make-up RIVIERA VAZ/ ANIMA CREATIVE MANAGEMENT

Covergirl Bhumi Pednekar is wearing a graphic monogram bikini top, blazer, cycling shorts, 'The Great Essential' necklace, 'Essential V Perle' necklace, 'Essential V' hoops, 'Keep it Twice' monogram bracelet, all Louis Vuitton

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Our understanding of the zeitgeist has allowed us to curate a cool list of brands that Indian millennials love.

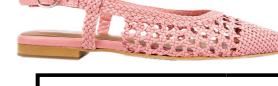


RASIIION CHARLS Your best buys in stores right now



MIDI DRES, RHODE, PRICE ON REQUEST

Channel the carefree spirit of summer days with this cotton popiln midi – patterned with Hawaiian-inspired flowers and ditsy polka dots. Add tie-up flats and your fave basket bag to complete the look.



2

SLINGBACK MULES, FIZZY GOBLET, ₹ 3,690

We're partial to anything with a basket weave and this sorbet-hued pair of flats has our vote. Keep them in focus under a 50s-style cropped hem.

SHOULDER BAG, ARANYANI, ₹ 57,900

This has been the year for double duty everything. A handbag roomy enough for all your essentials, crafted out of Italian finish napa leather, and ornamented with semi-precious, black sunstone gemstones – which, they say, attract prosperity? Yes, please.



CROPPED JACKET, PRYNCA X FREAKINS, ₹ 1,499

Give your usual trucker a skip for this boxy style instead. The high collar, large pockets, and cropped style give utility chic a new spin. 5

KINGFISHER EARRINGS, OLIVIA DAR, ₹ 5,200

Inspired by long strolls on the bank of the Dal lake in Kashmir, this beaded pair is sure to make heads turn, on and offline. Try a relaxed updo for maximum impact.





BRAUTS CHARTS

1

SIMPLY NAM BIOCELLULOSE 3 LAYER SHEET MASK, ₹ 999

This MUA-made sheet mask works well to hydrate, soothe, and liven up tired skin, specially before putting on makeup. It's made of coconut fibre, making it biodegradable, while also being paraben and alcohol-free.



<u>Skincare and make-up on</u> <u>our radar right now</u>

> KAY BEAUTY COLOUR CORRECTING PRIMER, ₹ 799

These primers don't just help your make-up stay intact, they correct specific concerns like redness, dullness, and pigmentation, thanks to simple light-diffusing technology. Use purple to brighten, orange to cancel dark spots, or green to hide redness before



L'ORÉAL PARIS X ELIE SAAB LIMITED EDITION COLLECTION, ₹ 799

The brand's much-loved Rouge Signature Matte Liquid lipsticks now come with a designer upgrade, in limited edition Elie Saab packaging. Three luxe and universally-flattering shades find their way into this collection, so grab them while you still can.



DHC DEEP CLEANSING OIL, ₹ 1,990 (120 ML)

Make way for J-Beauty – Japanese brand DHC has made its way to India and we've got our eyes on this cult favourite that's ideal for a double cleansing routine. It has a water-soluble formula that pulls out dirt or make-up from your pores, without leaving any messy, oily residue behind.

5

THE LAKMÉ 9 TO 5 VITAMIN C+ FACIAL SERUM, ₹ 549

This antioxidant serum contains skin-brightening kakadu plum, which has 100 times more vitamin C than oranges. It also protects your skin from free radical damage while also strengthening the barrier. Plus, it's budgetfriendly – you don't need to break the bank to get that healthy, radiant glow.



Words HNEA DESAI



CHOOSE THE RIGHT EYEWEAR FOR WORK-FROM-HOME

he ideal pair of glasses can make or break an entire look, yet choosing the perfect pair that fits the requirements of the new normal WFH life is a difficult task. Discovering the right eyewear for this new setting requires one to consider an array of aspects, starting from the need for vision protection, which now lies at a greater risk of damage with extended hours of screen time, to the style and comfort quotient that a pair of eyeglasses serve. But well, this decision got a whole lot easier with Nova Eyewear and its mission to put forward the means to perfect vision combined with perfect aesthetics, it's time to discover the perfect pick.

With the increased time that we spend indoors due to the pandemic, our screen time has increased drastically too. Whether it's the long hours of work from home or a binge-watching session on Netflix to wind down all the stress later — our eyes are constantly exposed to screens. This perennial exposure is way more harmful than it seems as it results in Digital Eyes Strain (DES), which is caused by blue-violet light emitted by digital devices. The blue-violet light makes our



eyes stressed and fatigued causing a disturbance in the sleep cycle. It impacts our overall health as well. And honestly, there's nothing worse than letting your eyes feel overstressed at the end of the day. Nova Eyewear brings the perfect solution for this familiar dilemma with its Blue Light filter lenses. Maintaining your eye health and ensuring that they feel relaxed, unaffected by the harm caused by the blue light emission from digital screens won't be a concern anymore, thanks to Nova.

With the protection aspect sorted, making a style statement with our eyewear remains the next factor to be considered. However, keeping it minimal is the only option when it comes to work from home as remote work isn't

synonymous with a session of dressing up. So how do we still stand out when we get onto Zoom calls and Google meetings? An easy way to do so is to highlight the face with trendy and colourful frames. Nova

Eyewear has got just the right designs to sport with a varied international collection. Looks like it's time to up your fashion game with some trendy eyewear and kickstart that work meeting.

Last but not the least, picking the right eyewear without considering the comfort factor is impossible. Comfort is the key when it comes to wearing eyeglasses through the day as frames that hurt or are uncomfortable cannot be worn for long. The Blue light filter lenses from Nova with Digi-Contour technology come in lightweight, sleek and stylish frames made of TR-90 or acetate that is perhaps your go-to option to ensuring comfort. Effortless and elegant, these frames from Nova are the perfect way to keep it stylish without compromising on the comfort factor.

So, what are you waiting for? Flaunt those fashionable frames and let your eyes do the talking. With this guide at your disposal and the varied collection that Nova Eyewear has to offer, it's officially time to take your pick, sport with ease, and ace the work-from-home lifestyle with the right eyewear.

(Nova eyewear is available in all leading optical shops pan India and also can be shopped at www.novaeyewear.com)



10 HOT STORIES EVERYONE'S BEEN TALKING ABOUT

All Hail Couture

Dynamic dressing returns to the runway with Fall Couture 2021, a season of pathbreaking debuts and collections that broke convention; a breath of fresh energy into otherwise tired dress codes. Here's what stood out for us

Words TANYA MEHTA





FOR THE PEOPLE

reminder that couture doesn't always have to look pretty. It, in fact, made you ponder, and question everything you thought you knew about it. After all, where would a grey hoodie and a pair of jeans walk alongside a prim taffeta gown worn with gloves up to the elbows? At the Balenciaga show, you would have seen all that and more. In an old-world salon, with no background music, the models trotted down stiffly, their footsteps and the shuffling swathes of fabric were the only sound. The creative designer struck a perfect balance – he dipped into the archives and flourished the collection with the magnificent chapeaux, draped evening dresses, and ballooned silhouettes, all alluding to the Cristóbal Balenciaga golden age. But, the showcase would be incomplete without some whimsy of his own. Replete with power pieces, we saw an off-shoulder trench dress, and a sea of black suits embellished with fresh flowers and brooches. There was a rather morbid feathered coat that was a sartorial equivalent of Alfred Hitchcock's Birds, a boxy black T-shirt that was anything but basic and then a series of voluminous, fuzzy bathrobes - all in curious shades of putrid yellow, soiled ivory, and a very sickly pink. Big, big shoulders and puddled hem trousers were sported by a motley crew of models. It was thought-provoking, inclusive, and oddly alienating, all at once.



that message. Dutch designers Viktor Horsting and Rolf Snoeren have always been adept at combining high-fashion with cheeky storytelling, and this season was no exception. Their vision of young royalty entailed aristocratic dressing accentuated with woke affirmations - "Always wear your invisible crown", "Don't be a drag, just be a Queen" inspirational captions found their way onto regal ribands slung across the bodices of their new age couture. The creations embodied resplendence - bursts of canary yellow and cobalt appeared on the fur capes of jackets while gigantic rhinestones were embroidered onto strapless gowns and mini dresses. Traditional Victorian accents such as high necklines and leg-o-mutton sleeves were found on jacquard dresses, embellished with appliqué brocade flowers. An ankle-length coat encrusted with diamanté resembled an over-decorated Christmas tree – comical yet impactful. With the Gossip Girl reboot generating quite a buzz, this was somewhat reminiscent of the original series - Upper East Side supremacy served with some devil-may-care attitude. A much-awaited return for dramatic fashion.





MAKING HISTORY

Kerby-Jean Raymond's brand, Pyer Moss has been a vehicle for the designer to challenge social narratives surrounding systemic racism and political commentary. So, when the golden invitation arrived to showcase a collection for Fall Couture 2021, it made him the first African-American designer to ever be given this opportunity. And of course, it was a celebration of black culture. Held at Villa Newaro, the sprawling estate of Madame C.J Walker, the first female American Billionaire and beauty mogul (incidentally of black descent), Jean-Raymond chose the occasion to pay a fitting tribute to black inventors, whose contributions have often been overlooked. A runway constructed through the front porch of the mansion amidst the rustling of trees in Irvington, New York became the backdrop for his monumental show. Elaine Brown, the only woman to have led the Black Panther Party, delivered a moving speech on black empowerment to kick-start the show, and what followed was a relentless session of thumping rap tunes belted out by 22Gz – a Flatbush-based music artist, along with a set of talented dancers. The actual garments were surrealist depictions of 25 noteworthy inventions by black people – the single-use bottle cap that traipsed down in the form of a hoop skirt, a chess board in the form of a pantsuit, and even a walking peanut-butter jar, with the words Pyer Moss emblazoned on the packaging. But even though these important concepts were delivered in a jocular fashion, the couture was very much present. A stunning mustard gown with a sweetheart neckline sashayed behind a refrigerator while a ruched lilac dress moonlighted as a lampshade - creations that would feel equally at home on the red carpet. Jean-Raymond has always been a disruptor, the master of subversion. And this collection was a testament to that vision.

THE COLOUR OF JOY

Pierpaolo Piccioli's spectacle at Valentino was an ASMR mega-dose for parched eyes - 84 looks that evoked happiness and the forgotten delight of dressing up. Staged at the ship-building yard in Venice, his coloursoaked line-up contrasted beautifully against the brick facade and mossy water of the venue. The select attendees were requested to dress in all white and the designer enlisted British singer, Cosima to serenade the audience on the enchanting evening. The efforts weren't in vain. His conceptions of colour were both unexpected and deeply coveted - washed lilac, deep eggplant, and surgical green appeared in a chic capelet and crisp trousers. The menswear looks were extremely enviable a silver lamé tank top styled with moss green pants and a teal coat - what's not to love? Piccioli also injected art into the mix, as he collaborated with a coterie of

17 painters, their alliance leading to a diversity of water-colouresque, graphic and linear prints that graced tailored jackets and midi skirts. While wearability has ranked high for the designer he didn't skim on the theatrical looks we've been aching for, feathered hats, liquid sequins and his offering of full-skirted ball gowns floated down the pristine white runway in unmissable hues of chartreuse, marigold, and neon pink. Big dress energy is back. And it's here to stay.









WANDERLUST

An eagerness to travel has been on most of our minds – a time to break away from our mundane routines and gain respite from the excess of technology. Rahul Mishra has always found inspiration in his travels, his previous couture collection was inspired by aquatic life and the azure waters of Maldives and this time on, his last pre-pandemic holiday to Santorini became an overarching influence. He also found inspiration closer to home in the five natural Hindu principles of earth, water, fire, wind, and space – which he aimed to incorporate into the collection along with the unique landscape of the Greek Island. The prominent indigo domes and the white-washed walls were reiterated through wispy organza squares against a sea of shimmering sequins. The ombre shades of sunset germinated through the tulle sleeves of a fiery red blazer and a textured dress. Finally, air – the most challenging element to fabricate, was rendered through a gauzy puff of organza, the cityscape and ocean glinting through the translucent folds. It was escapism at its best.







Bracelet, **Studio Love Letter,**₹ 3.810

SUMMER CAMP REDUX

Your daily stack gets an old-school upgrade

utting together handmade details and crafty design with fashion's everlasting love for the boho spirit, bold, colourful beaded jewellery is slowly turning into everyday picks. Like many of our favourite 90s throwbacks, the charm of the rainbow-beaded bracelet or necklace conjures up nostalgic memories of the long, free summer holidays we've been craving. From vibrant and bold enamel and acrylics to glass beads, higherpriced semi-precious stones, and sterling gold and silver, beaded jewellery in 2021 has come a long way from its humble summer-camp beginnings. There's a new sense of excitement and a whimsical approach to getting dressed right now, and in our opinion, when it comes to accessories: More is more.



₹ 1,999





This London-based designer is transforming knitwear while referencing her Indian heritage

Kim Kardashian in a supple linen dress

embellished with freshwater pearls

THE FINE PRINT

Khade's family has subconsciously influenced her work. Her Instagram account is peppered with sepia-toned images of her parents in their respective hometowns. The Indian influence also percolates into her conscious choices in production, "The idea of hand-made garments and moving away from mass-produced clothing has immense cultural significance for me. My heritage doesn't necessarily seep in through a form of embroidery or a piece of iconography, it's more subtle, it's about celebrating diversity and representation that doesn't fit into a box of clichés." Each garment is personally hand-sewn and hand-beaded by the designer and takes between 8-12 hours to create. She uses natural fibres from industrial dead-stock and everything is made on a domestic knitting machine that doesn't require electricity to function. She also believes in small batch production – where a style is only available for a limited time, after which she moves onto a new design, thus encouraging responsible consumption.

Khade's seemingly seasonless garments are beautifully held together by off-beat embellishments – cowrie shells, glass beads, and even key clips. "When I'm creating something, I don't have an end goal in mind. My choice of embellishments comes from being creative as a university student, a time when resources are limited. Most of what I put together are handme-downs from peers or trinkets I've collected over time."

DOUBLE ACT

While she continues to hone her skills in fashion school, Khade has already amassed a global clientele who shares her love for detailing and are looking to invest in forever pieces. Earlier this year, she received the celebrity stamp of approval when Kim Kardashian's stylist approached her to purchase the 'Freshwater Pearl Dress'. "It's rare to come across celebrities like Kim, who use their status to support emerging designers by actually buying the garments as opposed to expecting gifting favours, considering fledgling designers are always overstretched," she shares.

Going forward, Khade is eager to continue working through a direct-to-consumer model, one that's collaborative, and fulfilling. "I'd decided from the outset to take up individual projects that have room for customisation and are personal to the wearer. When you create a piece for somebody, you get a sense of their personality and this is more of an authentic experience for me rather than making something for a generic consumer. Through this communication, they get to keep something they cherish. I want to continue working on things at my pace, the plan is to build on the foundation of making beautiful, meaningful clothing in the least wasteful way."

design. The 24-year-old student from Central Saint Martins came into the spotlight for her and delicate linens. Khade's garments are like second skin – a wonderful conjunction of raw hemlines, slinky textures, and unexpected detailing. While they might not feature any obvious 'Indian' elements, the core sensibility alludes to her backstory, "I grew up in Wigan, a small English town with a miniscule immigrant population. My family is quite traditional, and we held our culture close. During my visits to India we used to shuffle between Mumbai and the village of Sangli, where my grandparents reside. Fashion, for me, has been a form of escapism. The inspiration for my designs lies in piecing together the distinct experiences of being born into a South Asian family and exploring the freedom and expression of fashion in London, it's all about making sense of this mismatch," she shares.



O-IT-ALL DRESSES

The styles you need to swap, save and carry forward now that dressing up is back on the agenda



Cut-out, Zara, ₹ 2,499

s lockdown restrictions oscillate between being relaxed and stringent, we've been dreaming up looks for when social occasions are back on our calendars. And what better way to jump on the bandwagon than with a dress that literally does it all? After a year of hibernation, we're all feeling tentative and cautious – so here's our edit of one-piece, fuss-free looks that work for any event – from birthday dinners, spontaneous drinks to formal cocktails, errands and everything in between, we've got you covered.



While we have no qualms about putting on our fave LBD that's served us well for years it's time to switch things up. Think: Trench styles, cut outs, asymmetric hemlines, and even cut work and bohemian styles. The only rule to follow? Don't play it safe.





STRAIGHT-TALKING

In today's world, design ceases to be only about functionality and creativity, it's now also about creating a new perspective, feels Bloni's Akshat Bansal

he pandemic has made us crave warmth, care, and affection. It has made us more curious about the feeling a garment evokes - looking at the broader perspective of what clothes are and re-imagining them for a new, mindful meaning. Fashion moves beyond personal interests and choices. It is no stranger to revolving around cultural shifts. All fashion movements mostly happened after a major event in history. We are transmitting, opening ourselves up to blend. Resilience allows us to blend our capabilities, reforming our identities. Upgrading to virtual platforms allows us to live parallel lives. This comes with owning multiple personalities that collectively reflect our real emotion; the new normal. Digital fashion shows and 3D virtual garments not only encourage designers to think beyond the traditional ways of presentation but also reduces the carbon footprint.

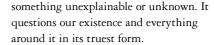
I envision a future where modern ethical luxury will transcend clothing beyond creativity, resonate with functional relatability, and imbibe it with a purpose to evolve. Brands should encourage nurturing ideas that allow consumers to understand and create a self, such that the garments become an extension of their personalities. This can be done through the traditional idea of made-to-measure and delivering emotions attached to the personalisation of clothing. The old ways of emotionless online retail are not going to work now. Web lacks tactile association and high fashion clothing has a lot to do with touch and feel.

I see essentials becoming more advanced and capsulated. Togetherness is becoming more important now despite the current call to isolate and quarantine. Sustainability and containment will command our lives. It's heartening to note that trends are no longer confined to just aesthetics and silhouettes. I see a myriad of collaborations taking place where science, art, design, and technology come together to revisit possibilities for a better future.



Gender is integral for the formation of humanity when combined with evolution — without conforming to one identity. Genderneutral fashion is sustainable but not a trend. It, however, is the way forward. It shrinks carbon footprints and conserves resources. It creates a gender identity that is neither male nor female. Anti-fit clothing represents

The brand aims to give individual identities a sharper and stronger voice



Bloni believes in developing and nurturing ideas

Our last collection marked the third year of us making clothes that did not conform to gender, allowing us to reinterpret norms and attain equality by symbolising the wrath of all the atrocities experienced by humans of the world due to biological, cultural, and aesthetic differences.

Today's consumer is more aware of the need for conscious fashion than ever before. Hybrid fabrics and clothing is a turn of the decade trend, where clothes are more meaningful, and conscious. While brands like Malai uses compostable coconut leather to create a wide range of vegan products, Phool reuses temple waste, including discarded flowers, as an alternative to leather. New kinds of fibre made from pineapples, mushrooms, Kombucha, among others, are also becoming increasingly popular. This isn't just limited to clothing. Israeli brand TIPA creates fully compostable packaging demising the need for single-use plastic.

At Bloni, we use textiles like Econyl, a form of nylon derived from marine plastic waste. This breathes new life into what would otherwise be considered unwanted.

As we look forward to this highly adaptive, more inclusive world, innovation will shine through as the need of the hour. Fashion brands need to move beyond selling merchandise and create a difference by spreading awareness and knowledge about the environment, global pollution while being local and leading transparency.







DEEP DIVE

Avid readers, writers, and literary agents weigh in on this year's edition of the Booker Prize longlist

ne of the most cerebral aspects of literature is its potential to turn into a cause for celebration while also pulling us into the core of one of the most interconnected times in human history. But literary prizes can often get murky and it is practically impossible to impress the reader. There is always room for more diversity, batting for the underdog, and going into unmarked territory.

If the past few years are anything to go by, the Booker Prize juries have increasingly shown a proclivity towards the unconventional and the experimental – often favouring debut novelists with a fresh voice over jaded stories with a dated approach. Nick

"This year's longlist offers something for almost every kind of reader...it's a rare year that yields a list as strong, questioning, and as much fun as this one"

Drnaso's Sabrina was the first graphic novel to be longlisted recently, in 2018, while Mike McCormack's single-sentence novel, Solar Bones made it to the 2017 longlist. And most of us are probably still finishing the brick that was Lucy Ellmann's Ducks, Newburyport, shortlisted in 2019 to a mixed response.

The 2021 longlist, though, promises to buck many trends. From Nobel prize winners, Pulitzer awardees, to debut novelists eviscerating social media – it's a staggering range. As Author Rajat Ubhaykar, of *Truck De India* fame, puts it: "I'm impressed by the geographical sweep of the stories on the longlist, from Punjab to South Africa to Sri Lanka to the US,

as well as the thematic diversity on offer: Artificial intelligence, historical fiction, the disorienting landscape of social media, there's something for every reader. And that's the exciting bit."

According to Nilanjana S. Roy, novelist and *Financial Times* columnist, the longlist is clearly "reader-friendly" with its choices. "It offers something for almost every kind of reader, from Maggie Shipstead's soaring historical fiction (*Great Circle*) featuring a woman aviator to Booker veteran Kazuo Ishiguro's melancholy and moving exploration of what it would mean to be an AI at the service of humanity, in *Klara and the Sun*. Some critics will miss books like Natasha Brown's *Assembly* or Leone Ross' *Popisho*, but it's a rare year that yields a longlist as strong, questioning, and as much fun as this one," she says.

Kanishka Gupta, owner of Writer's Side – a literary agency that successfully sold Avni Doshi's *Burnt Sugar* to HarperCollins, which then landed them a place in the Booker shortlist last year – is also surprised at the exclusion of Natasha Brown's *Assembly*. "There was certainly a lot of hype around the book. But the longlist, as it stands now, Penguin-heavy that it is, nevertheless is as diverse as it gets."

Roy, though, already has her personal favourites: "For starters, it would be Damon Galgut's *The Promise*, a mercilessly gripping account of the decline and disintegration of a once well-off white South African family. And then we have Rachel Cusk's *Second Place*, a powerful exploration of the fraught relationship between a male artist and the woman who invites him to be her guest, and Anuk Arudpragasam's *A Passage North*, an unsettling account of a young man's journey into the post-war landscape of northern Sri Lanka," she said.

Ubhaykar has his eyes on almost all of the longlisted titles, given the context and history behind them all. He believes this longlist will be a riot for anyone even remotely interested in the power of fiction. "I'm looking forward to reading them all really, starting with Sunjeev Sahota's *China Room*, whose previous book, *The Year of the Runaways*, was a heartbreaking peek into the lives of working-class immigrants in Britain, followed by Richard Powers' *Bewilderment*. If it's anywhere nearly as good as the masterful *The Overstory*, it will be an unforgettable experience."

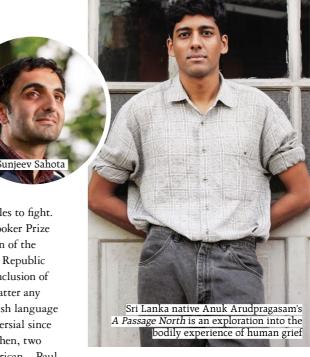
Powers clearly seems to be a favourite, even the betting odds are in the veteran American writer's favour. Even though *The Overstory* had narrowly missed winning the Booker in 2018, it secured a comfortable win in the fiction category in the Pulitzer Prizes held that year.

But American writers like Powers have their own battles to fight. Previously, the winner of the Booker Prize had been required to be a citizen of the Commonwealth of Nations, the Republic of Ireland, or Zimbabwe. The inclusion of American writers, or for that matter any novelist working with the English language globally, has been quite controversial since the rule change in 2013. Since then, two winners have already been American – Paul

The I3 books on this year's longlist were chosen by the 2021 judging panel: Historian Maya Jasanoff (chair); writer and editor Horatia Harrod; actor Natascha McElhone; twice Booker-shortlisted novelist and professor Chigozie Obioma; and writer and former Archbishop Rowan Williams.

The 2021 longlist, or 'The Booker Dozen', of 13 novels, is:

- A Passage North, Anuk Arudpragasam (Granta Books, Granta Publications)
- Second Place, Rachel Cusk, (Faber)
- *The Promise*, Damon Galgut, (Chatto & Windus, Vintage, PRH)
- The Sweetness of Water, Nathan Harris (Tinder Press, Headline, Hachette Book Group)
- Klara and the Sun, Kazuo Ishiguro (Faber)
- An Island, Karen Jennings (Holland House Books)
- A Town Called Solace, Mary Lawson (Chatto & Windus, Vintage, PRH)
- No One is Talking About This, Patricia Lockwood (Bloomsbury Circus, Bloomsbury Publishing)
- The Fortune Men, Nadifa Mohamed (Viking, Penguin General, PRH)
- Bewilderment, Richard Powers (Hutchinson Heinemann, PRH)
- China Room, Sunjeev Sahota (Harvill Secker, Vintage, PRH)
- *Great Circle*, Maggie Shipstead (Doubleday, Transworld Publishers, PRH)
- Light Perpetual, Francis Spufford (Faber)



Beatty won the 2016 prize for *The Sellout* followed by George Saunders' *Lincoln in the Bardo* the next year.

"For better or worse, this year is not heavy on American writers," said Gupta. "When you have titles such as *The Promise* by South African playwright and novelist Damon Galgut – it is definitely refreshing."

But Roy has a lot to forward to: "I'm only halfway through debut novelist Nathan Harris' (*The Sweetness of Water*) impressive, big-canvas plunge into the lives of former slaves and masters in Georgia after the Emancipation Proclamation, and I'm yet to read two of the most promising dark horses on the list. But if I had to take a guess, the shortlist will be fiercely argued and will spring several surprises."

The inclusion of Indian-origin novelist Sunjeev Sahota's *China Room* (published by Penguin Random House India) has piqued the interest of readers from the subcontinent. Even though the Amitav Ghosh, Arundhati Roy, Aravind Adiga, and Anuradha Roys of the world have done India proud in the past – Sahota's unflinching portrayal of a young bride in rural 1929 Punjab trying to discover the identity of her new husband, written in clean prose, is clearly a favourite. It spans across centuries and is partly inspired by the author's own family history.

This is in keeping with a lot of other intensely personal novels in the longlist – perhaps, this reflects the times we are living in, where the boundaries between fact and faction have never been blurrier. But as of now, the jury is still out, and quite literally so.



Female athletes are setting new benchmarks for sports in the country

he recently concluded Olympic Games in Tokyo introduced us to inspiring stories of personal grit, and the spotlight was firmly on India's female athletes. For the second straight Games, women won big for India.

In a first, we opened our account on Day One with a silver medal, courtesy of Saikhom Mirabai Chanu – who scripted a remarkable redemption from Rio 2016. Five years ago, on her Olympic debut, Mirabai stepped up for her last attempt (a 106 kg clean and jerk lift) with a bronze medal in sight – but couldn't complete what was a regulation lift for her.

The journey towards mending a broken dream – and heart – began right away. Having established herself as one of the world's top-five weightlifters in her 49 kg category, Mirabai entered Tokyo 2020 as a genuine medal contender. She didn't disappoint. With an 87 kg lift in the snatch, and a 115 kg lift in the clean and jerk, she made the silver medal hers.

Another heavy medal favourite, PV Sindhu's bid to better, or match, her Rio 2016 silver

was halted by eventual silver medallist Tai Tzu Ying of Chinese Taipei in the semifinals. But that did not stop India's serial winner from adding a historic second Olympic medal to her burgeoning trophy cabinet. Shunning the disappointment of the defeat, Sindhu secured the bronze medal, earning her the distinction of becoming only the second Indian – female or male – to medal twice in individual events at the Olympic Games.

In boxing, given the presence of the legendary MC Mary Kom, Lovlina Borgohain wasn't the most spoken about name in the nine-member contingent that made the trip to Tokyo. But the 23-year-old welterweight boxer wasn't short on credentials: She had medalled at the last two world championships, as well as at two Asian championships, including the most recent edition earlier this year. At Tokyo 2020, she emulated her and her country's icon – joining Mary

country's icon – joining Kom as India's second female boxer to win an Olympic medal. It took an assured medal by Borgohain for

by Borgohain for her village of Baromukhia in

Saikhom Mirabai
Chanu

Assam's Golaghat district to get a motorable road.

GRIT & GLORY

The achievement of Indian women on the sports field is greater because all of them have had to beat social or financial odds at some point. This was on full display as our hockey queens, led by the aptly named Rani Rampal, made a deep run to finish fourth. However, behind the accounts of personal grit lie the harsh reality of what becomes of India's athletes. Poverty and marginalisation cut across gender, but women face special discrimination that ranges from fighting to be born to being allowed to play a sport.

It's important to note that almost every member of the women's hockey squad has an inspiring story to tell. Rampal comes from a family of five that lived within four unplastered walls and barely had enough food. Her teammates, Nikki Pradhan and Salima Tete come from the impoverished tribal belt in Jharkhand. Midfielder Neha Goyal comes from a troubled household: Her father was a violent alcoholic, while her mother toiled at daily-wage jobs to keep her daughters from starving.

And while the performances by India's female contingent may hold out hopes for change, it has been observed over the years that the adulation, recognition, and support is usually only extended for a few weeks every four years, before ebbing away.

Currently, women have won seven of the country's last nine Olympic medals. But even as the preparations are on to do better at the 2024 Games in Paris, the discrimination, harassment, patriarchal dominance and

cultural subjugation log their own ever rising numbers without much respite.

If sport is considered a reflection of

society, then there's an important lesson to be learned from the Olympics: Despite women's sport remaining neglected and underfunded in the country,

girls ultimately get it done.



Label ALERT





IF YOU LOVE: Prairie-inspired clothing. THEN YOU WILL LOVE: Interpret.

WHO: Born into a family of designers and architects, Gayatri Chawla has always been fascinated by the process of experimenting with silhouettes. After studying interior design at the JD Institute of Fashion Technology, she aimed to bring fresh energy into understated luxury through unique and wearable clothing. She launched Interpret with an aim to emphasise the femininity and individuality of the modern woman through timeless and tailored pieces.

WHY: Created in wispy cotton-silk and gossamer organza, the creations are embellished with rustic lace trimmings and floral embroidery that are accentuated through square necklines and billowing sleeves.

WHERE: www.interpretofficial.com PRICE RANGE: ₹ 10,000-25,000

WEAR: Preserve the vintage aesthetic of these frothy prairie dresses by accessorising with pearl drop earrings and ballet flats.

IF YOU LOVE: Statement silver jewellery. THEN YOU WILL LOVE: anvaaya. WHO: Kanan Desai and Karishma Parekh Rathod studied law at the University of London and went on to become real estate associates in Mumbai and London. In 2019, the duo decided to take a sabbatical from their legal careers to materialise their shared love for jewellery into a brand. After two years of experimenting and researching India's art forms and culture, they launched anvaaya earlier this year. Crafted in locally-sourced sterling silver and plated in 18k gold polish, the pieces echo high-quality design coupled with affordability.

WHY: Storytelling lies at the heart of each collection. The 'Flow' line is inspired by the surya namaskar, consisting of chokers depicting the asanas, while the 'Bloom' collection is an ode to the meenakari art form, brought to life through intricate techniques of design engravings, laser cut-outs, 3D figurines, and hand-filled textures.

WHERE: www.anvaava.com PRICE RANGE: ₹ 6,000-28,000

WEAR: These bold pieces transition effortlessly from dusk to dawn. Wear the choker with a voluminous maxi dress on vacation and pair the artsy earrings with a messy bun and silk blouse for cocktail hour.







LU LOW POWER MODE

Drained social batteries have led to very little tolerance for social interaction. How can we recuperate?

Words HITANSHI KAMDAR
Illustrations SURABHI PRASAD

ere's the scene. You've just shut your laptop on a Friday night after a week filled with Zoom meetings, inane questions, and an overwhelming amount of work. You get up to two options - either walk over to your bed, which is probably 4 feet away and spend the rest of the night re-watching episodes of Friends with an unhealthy side of takeout food, or you get dressed, strap on your masks (double masking is important), and drive to your friend's "small gathering" of 15 people and spend the night shuffling between small talk and repetitive conversations about how the pandemic has changed our lives. If you're anything like me, the first option will always seem more enticing.

While I have always been just introverted enough to want to spend weekends at home instead of being surrounded by a crowd, over the past year, an increasing number of people have been resonating with my exhaustion at the mere thought of social interaction. Our social batteries have been running dangerously low. In a time of excessive

technological intrusion in our lives, it only seems right that we equate ourselves and our mental states with a technical metaphor. So, what exactly is a social battery? According to Diya Khatri, a psychologist at Mindtemple in Mumbai, "The term social battery is a metaphor used to describe a person's capacity to interact and engage with groups of people." While social fatigue is normal, irrespective of your social battery, this phenomenon has been more pronounced over the last year.

PANDEMIC PERSPECTIVE

The pandemic was a curveball that affected every aspect of our lives, including our tolerance for social interaction. With virtual bonhomie becoming increasingly prevalent, there has been constant communication without the ever-important human interaction. Khatri believes this has majorly contributed to our social batteries draining exponentially faster in the last year, "Work from home became our 'new normal', and with that, there was so much digital

communication added to our plates; more than we could consume. A need to constantly feel 'switched on' coupled with the blurring lines between our work and home space has been responsible for adding a great deal of burden on one's mind. The social pressure to keep up with the events of home, work, and social media has become too much to handle. This may present itself in zoning out of conversations, an impulsive urge to stay at home, and a feeling of fatigue."

For fashion and lifestyle journalist Praachi Raniwala, the exhaustion associated with social interactions is now related to the feeling of having forgotten how to socialise after a year in isolation, "There's been a dichotomy ever since the start of the pandemic. The long lockdowns led to cabin fever, with most of us craving a return to social interactions. On the other hand, a return to the social scene after a lengthy pause led to exhaustion and feeling drained despite minimal interactions, especially for those of us who have been quarantining more seriously. There is this feeling of having 'forgotten' how to socialise or talk to people. It almost feels like we have to re-learn a skill from scratch again."

But not everyone has been experiencing a severe drain in the social battery. In fact, for people who thrive on human connection and interaction, the opportunity to go out again comes tinged with hope and excitement. Neha Khilnani, CEO of Connekting Dots PR and Brand Communications, doesn't believe there have been any deterrents to her desire for social interaction apart from safety protocols, "The fear of violating protocols, making sure that you do not put your health at risk, and the fact that we are still dealing with an ongoing pandemic has hampered social interactions. But besides that, post relief in lockdown restrictions, personal interactions with protocols are once again gaining momentum for me." Apart from the Covid hesitation, there's also the fact that humans are creatures of habit. And despite needing human interaction, many of us aren't ready to leave our messy hair and tracksuits behind. Pavan Anand, founder and creative director for Dagmar Jewellery, echoes that sentiment, "I don't feel a personal social saturation of any sort. I don't believe that humans are designed to survive or exist in isolation. What I find is that more than saturation, a certain

amount of laziness has set in. Something as simple as being particular about the way you look and getting dressed up can trigger that complacency and make you avoid social interactions."

THE DRAIN

Personally, 2021 has been a year of terrible work-life balance mainly because I manage to drain my social battery at work and spend my free time recouping only to drain it at work again, completely neglecting my personal life and relationships. Khatri believes this is due to a lack of setting proper boundaries, "We may find ourselves not upholding our comfortable boundaries of social connect, which may further drain our social battery. In the bargain, we may see ourselves constantly denying our need for disengagement." Khilnani reiterates my experience, "I would admit to prioritising my professional pursuits as I am an entrepreneur, which requires a certain commitment. But what is life without the thrill of experiencing the journey to the destination, right?"

Despite a strong work ethic, a drained social battery has affected me as a creative.

"Humans are creatures of habit and despite needing interaction, we aren't ready to leave our messy hair and tracksuits behind"

Raniwala puts it perfectly, "Everyone in the creative industry needs to be switched on or tuned in constantly. A lot of our cues and ideas come from social interactions, conversations, and observations. With that being taken away, we are stripped of our typical sources of inspiration. How long can we subsist only on Zoom calls and online research? We need experiences for creative juices to flow. We've all grappled with languishing – definitely the word of the year – at some point or the other this year."

HOW ARE WE RECHARGING?

While we can and, at times even, should keep our phones aside to disconnect, we can't afford to let our social batteries drain out. The social hangovers leading to a low tolerance of engagement with others can have lasting effects on your relationships and emotional growth. Raniwala points out the importance of normalising breaks, "I think it's okay to admit you're drained out and communicate this clearly to the people you work with too, so they can understand your headspace. We're allowed to take a break to recharge our batteries. I'm trying not to be too hard on myself because it's healthy to switch off when needed."

Khatri emphasises the importance of setting boundaries when it comes to maintaining a healthy social battery,

"Acknowledging that you come first and that by maintaining boundaries, you are taking care of yourself is crucial to recharging your social battery. Explore hobbies that you can do just for yourself. It gives you a creative outlet for expression. When you socialise, take a break whenever you feel the urge to withdraw. This could include going to the bathroom for a short break or letting other people talk and just listen.

It's okay to take breaks and acknowledge when you're feeling the disconnect and find ways to make yourself feel rested in the moment."

No matter how your social battery functions, it is important to acknowledge the social fatigue shrouding us all, to a certain degree. So, whether you choose to limit your social interactions to a few virtual hangouts a month or decide to venture out every weekend (with masks firmly in place), remember to find a balance that works for you and make sure you don't let your social battery drain to the point of burnout.



Bhumi Pednekar opens up about the critical importance of validation from her parents while growing up, Mumbai as a visual memory-scape, and how buying a vanity kit at 13 shaped her relationship with beauty

Photographs TARAS TARAPORVALA/ INEGA
Fashion Director PASHAM ALWANI
Words ARMAN KHAN





t some point in the movie *Sonchiriya*, Bhumi Pednekar's character, the searing Indumati Tomar, states rather nonchalantly: "Women are a different caste altogether, below all of them."

The starkness of it all is hard to miss. And Pednekar acknowledges how the contrast was true for her while growing up, particularly during her childhood. Validation can be a tricky thing for two sisters ambitiously wanting to take on the world. The opportunities are many, and the societal standards are impossibly distant.

"The best thing about my parents was that they respected our intelligence, they never underestimated our ambitions," she says. "We came back home after being bullied in school and felt like we were the most attractive sisters in the world simply because of the love they showered on us, there can be no other reason but that for a child."

It was in this binary world of bullying at school but boundless love at home that Pednekar bought her first make-up kit at the age of 13. And it was anything but vanity: "In school, there are many people who don't make you feel attractive at all. I was mesmerised by Bollywood as a child. But even with that mesmerised mind as a 13-year-old, I knew that beauty was therapeutic, it always has been for me. And now, with the gift of experience afforded by adulthood, I can see how precisely one can connect beauty and maturity. If you're not a good person deep down, everything will fall flat."

BOMBAYSCAPE

Almost four generations of the Pednekars have resided, and are still doing so, in Mumbai. The actor has been avowedly vocal about all things climate change. And when the rare Cyclone Tauktae hit Mumbai a few months back, Pednekar's heart quite literally sunk. Not just because she lives near the coast, but the sight of roads and entire houses reduced to debris hit her hard with the fear that the city she believes to be home was broken this way.

"I have grown up in Mumbai, almost every single day of my life. My memories of the city are not a product of nostalgia. I'd like to live them," she believes. "But when you see the same roads, you grew up playing on, covered in debris, you can't but feel a sense of helplessness and loss. But of course, one fights back, endures, does one's best."

And to top it all off, it's the oversimplification of climate change that gets to her the most. Particularly when she gets unsolicited suggestions from people under the guise of needless sarcasm that helps no one: "The silliest thing mankind can do is not listen to our scientists. What's really frustrating is people don't understand the seriousness of the problem. I still get comments like why am I using cars and electricity. That's beside the point. It's all about being compassionate and responsible as citizens. But we're fickleminded, we want to live a life of pure convenience."

CELEBRATING STORIES

But does one necessarily concentrate all this awareness, and even the angst, on celluloid? As artists, in these times, one runs the risk of coming across as tone-deaf. The day of extravagant parties brimming with guests in embellished pumps picking the choicest hors d'oeuvres now seem to belong to a fossilised past.

And at a time when even media houses and fashion magazines are editorially conscious about the stories they put out, lest their indulgent travel and fashion pieces fall flat, how does an actor go about choosing films?

For the *Dum Laga ke Haisha* star, this is not a dilemma. It's not a question of this or that. The idea of cinema, as far as she is concerned, would always be that of respite and not

GRAZIA | COVER STORY



Cropped knit, **Sand**, ₹ 3,290; fringed dress, **Aroka**, ₹ 6,750; pearl enamel hoops, **Misho**, ₹ 8,850; studded bracelet, **Minerali**, ₹ 2,900; pearl enamel cuff, **Azga**, ₹ 4,850



GRAZIA | COVER STORY

necessarily a cultural mirror or rebellion. And for her, tone-deaf cinema would be something we've been seeing even before the pandemic.

As she puts it: "I don't think celebrating stories on celluloid is tone deaf. But making heroes out of toxic individuals is. I want films to be a happy and safe space. I'm also part of the Covid experience, I quite literally got infected. And then got involved in Covid relief work without any plan of action. But films? Why should they bear the brunt? As children, wouldn't we look to the

magic of cinema to heal us, console us, make us happy? I don't see any reason why that relationship must change now."

And how can one possibly ignore that this relationship is far from being ignorant? When Pednekar's Saand ki Aankh – about two reallife Haryanvi grandmas who defied ageism and patriarchy to take up shooting in their 60s – was released to unanimous acclaim, it was more than just a movie for her,

and yet in many ways, it was exactly what the movies are supposed to do – move us in ways we never see coming.

"Apart from the obvious real-life reference points, my maternal grandmother, who's also Haryanvi, was an immense inspiration for this role. When I saw people crying in theatres at the end of the film because they were so overwhelmed, it was magical for all of us."

This love has translated in almost all her movies. When I put to her reports that she watched her debut film more than twenty times, she does not deny it. "I must have. I'm

living my dream and I pinch myself every day. I've really worked hard to get this. From the age of 13 (that same year when little Bhumi laid eyes on her first make-up kit with a sheer sense of wonderment), I was subconsciously doing everything in my power to lead up to this moment. And now here I am, and I never want to stop."

Even though the second wave was particularly heavy for the Pednekars, memories of the first lockdown still come to her in liberal waves of mirth and joy.

"In the first wave, every day was wild. I was drinking

with my family every day, and I'm not a drinker," she recollects, laughing heartily. "We were all laughing and crying together like never before. And we felt alive, a tangible sense of affection was there between all of us."

"I don't think celebrating stories on celluloid is tone deaf. But making heroes out of toxic individuals is. I want films to be a happy and safe space"

HOLDING OUT HOPE

And now, Pednekar is only too happy to be resuming work again. In what she believes have been the "two most unpredictable years" in recent memory, she

still harbours hope for what will come. Even as we speak to her, she is driving from our studio to another shoot. And she couldn't be happier.

"When I say I'm living my dream, I can't afford to be complacent. This is what gives me joy. The power of Bollywood not only overwhelmed me as a child but humbled me too. I wasn't just in awe of the lavishness on screen, but I wanted to be part of the dream — the visual dream of telling stories. And this is a good enough reason for me to keep doing what I do."

Tasselled dress, **Arpita Meht**a, ₹ 78,000; enamel ring, **Azga**, ₹ 5,250; hoop earrings, **Flowerchild by Shaheen Abbas**, ₹ 4,100

Hair and make-up RIVIERA VAZ/ANIMA CREATIVE MANAGEMENT
Assisted by (styling) NISHTHA PARWANI, NAHID NAWAAZ





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The face of gaming is changing, literally

Words JAISHREE KUMAR Illustrations ISHAN ADITYA

hen Mumbai-based Srishti Millicent lost her job during the first lockdown, she fell into a spiral of depression and anxiety. The world outside was still reeling under the effects of the coronavirus and Millicent was left without a stable income. After ruminating on intrusive thoughts for days, she decided to snap out of it by picking up her gaming console to stay motivated and alert. "I am just glad it (the console) arrived right before the first lockdown hit. Gaming really helped me stay sane," she says. However, this wasn't her first time gaming. Millicent started when she was in primary school, on an old PC, and gradually moved to a second-hand Nintendo console. Summer break, as she recalls, was the best time for gaming. "I dedicated most of my free time to five games that I wanted to finish before school re-opened," she explains.

Female gamers are on the rise in India, and Millicent is one of them. According to a study by Google, India has 5.4 million gamers – that's more than the population of New Zealand. In a subculture that's usually associated with men, a growing legion of women game enthusiasts are here to reclaim online spaces and consoles. Women are usually stereotyped as bad players, or used to playing so-called 'easy games', but female gamers themselves disagree. The term 'girl gamer', in itself, is a loaded one, it's sometimes used to tease women gamers, alluding to them as bad players, and sometimes it's used to fetishise them.

SAFE SPACE

India isn't shying away from the gaming boom. YouTube trends reveal that gaming has picked up over the past year, with some of the country's top gaming channels being headed by women. Their gaming content is more relevant and accessible due to inside jokes, cultural references, and some channels even creating content entirely in regional languages. Millions of subscribers on these channels show one thing — YouTube has emerged as a space for female creators in gaming to find their own voice, and their own audience.

Shiny Kash, a gaming YouTuber from New Delhi, spent her teenage years following popular gamers like PewDiePie. While preparing for her 12th grade finals, she wondered if starting her own channel would ever be possible. "I spent so much time watching other gamers, what if people logged on to YouTube to watch me?" she says. Soon, she started her channel on the platform with videos and streams on PUBG. This was in 2018, when PUBG was one of the most popular games in India. Her fun approach and jokes led to her audience swelling, something she had never expected but was happy with. Much of her content included videos and commentary on PUBG, but when the game was banned by the government in 2020, Kash was left without a back-up plan. "I didn't even have the time to process my feelings. My first thought was, what will I create content out of? My audience knew me only for PUBG-related videos," she recalls.

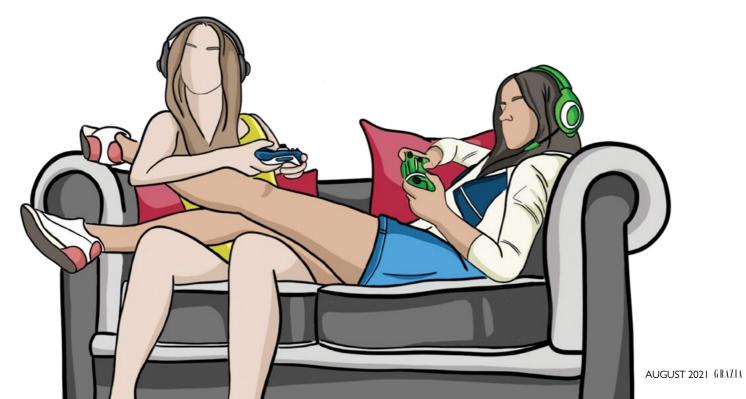
In some gaming communities, PUBG is looked down upon as "too easy" and "overrated". However, it cannot be ignored that before its ban, it was one of the most popular games in India and had a huge online following. Due to its popularity and access, it meant more traction for digital creators. In July, PUBG re-entered the Indian market with the name 'Battlegrounds Mobile India', also known as BGMI. The game was developed by PUBG's parent company, Krafton.inc, exclusively for Indian users. Shiny was elated to have PUBG, or rather a PUBG-like game, back in her life, "I spent weeks playing games like GTA or Getting Over It but I'm finally happy to have a familiar game in my life again," she says.

Finding a community online has led Kash to develop friendships and close bonds with people. As a 19-year-old college student, she wishes to continue making inroads as a content creator. "It's definitely not the most common (career) choice. But in a world of wannabe doctors, engineers, and corporate slaves, I want to stand out as a female Indian gamer." She isn't the only creator who feels this way. Ankkita C, a gaming YouTuber with nearly 2.5 lakh subscribers, feels the same. "I think a career as a gaming streamer and YouTuber is completely viable, it has its own perks. If this is what you're passionate about, go for it." Ankkita grew up playing a variety of games and started her own channel on YouTube in 2018. She had no expectations to make it big, in fact, her first viewers were close friends and acquaintances.

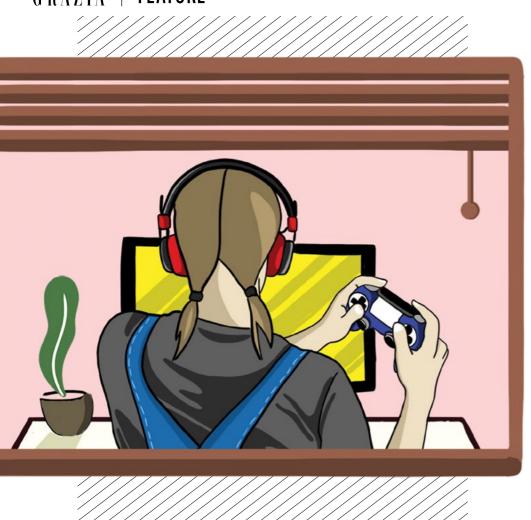


BOYS ARE USUALLY IMPRESSED WHEN I TELL THEM THAT I'M A GAMER...BUT IT SOON TURNS INTO A LONG MANSPLAINING SESSION AND THAT MAKES ME GROAN





GRAZIA | FEATURE



But to be a gamer, not everyone needs to start young. Mumbai-based Shraddha Doiphode spent the lockdown swiping through dating apps. One of her matches, who she later started dating, introduced her to the world of gaming. Prior to this, she had never gamed before. The Covid clampdown added distance to the relationship, but gaming helped reduce it. Tired of staying indoors due to lockdown restrictions, Doiphode and her partner started gaming together to connect. They began with the old classics like Pokemon and Zelda first, and built their way up to new and trending games like Hades and Valorant. He even bought her her first-ever controller. "It was intimidating initially, I didn't know anything about gaming, but my partner kept pushing me to do better," she recalls, saying he spent hours streaming and teaching her tips and tricks to tackle these games. Although the couple decided to call it quits recently, Doiphode is grateful for all the memories she shared with him and all the games they played together. Thanks to the lockdown,

she had the opportunity to learn and spend hours practising her moves. "I started gaming because I was bored, and it gave me and my partner something to talk about but now, I enjoy it on my own. I've even had the chance to meet several people with similar interests and I hope I can play with them soon."

VIRTUAL BONDS

Online friendships and communities are almost essential to some gamers. When Aakanksha Mittra, a UI designer and a developer, first joined Zynga, a gaming development company, she did not expect to find friends whom she could connect with over games. "I couldn't believe there were people who loved the same games that I did," she says. Mittra's gaming journey started in the mid-Nineties, as a toddler when she and her mother would play games like Super Mario. In a world where parents usually scold their kids for spending too much time on the console, Mittra's mother became her onestop guide to gaming. If stuck at a difficult level, she would run to her mother to help her get through it. "And if she wasn't able to help, we'd call my uncle. That's how it worked then." After finishing her 10th grade board exams, she was gifted an XBox by her mother, her first-ever gaming console. For people like Mittra, gaming represents a deeper emotional bond and not just a past-time. Once the coronavirus hit, Mittra continued gaming as usual but played old classics this time around. "Playing old games made me feel nostalgic in a way about my growing up years," she recalls. "Playing a game from your childhood or teen years is like finding an unexpected hidden pocket of joy, you never see it coming."

ROAD AHEAD

In the last few years, the subject of inclusion of more women in gaming and development roles has been highly debated with companies considering policies to include more women in leadership roles. But despite calls for action, are there more women in gaming companies, especially in India? "There has been an increase, but we're far away from the finish line," says Mittra.

Poornima Seetharam, director of design at Zynga agrees. She has been part of the gaming and development sector for over 15 years. "When I first started my career, there were barely any women in leadership roles,"

she recalls. "But the current increase is not very encouraging. We need more people from marginalised sections in the industry to be able to make it an inclusive space." Can more diversity come through in companies with younger women taking to gaming and eventually make it their careers? Or maybe even getting into gaming through friends and lovers?

The lack of diversity in the gaming sector could also be because of how women gamers are perceived. In public situations, if a woman reveals that she's a gamer, she's inundated with questions on gaming as if to test her ability. "It's like an unwarranted General Knowledge test, or a surprise pop quiz," says Mittra. "Even at 30 and playing games for almost my whole life, people feel the need to ask me questions to gauge my ability in gaming. I don't usually react to it, but I can't

treating us as outcasts, because we're not."

Sometimes, condescending behaviour can take a quick turn to harassment. Online harassment of women gamers is a subject that's been talked about in gaming forums often, with some games making it explicitly clear that players mustn't harass each other. But this usually falls on deaf ears and prompts some women to remain anonymous online. Mittra usually games anonymously, and even disables the voice chat option, because once someone figures out that her sex, it turns into the condescending interrogation on gaming all over again. "I'm not alone in doing this, though. I have several female friends who do it too. It's like an extra step we take as precaution." Online spaces can get hostile very quickly, especially while playing an intense game.

For a transwoman, it's tricky to navigate

IT'S DEFINITELY NOT THE MOST COMMON (CAREER) CHOICE. BUT IN A WORLD OF WANNABE DOCTORS, ENGINEERS, AND CORPORATE SLAVES, I WANT TO STAND OUT AS A FEMALE INDIAN GAMER

help but feel like it's a bit condescending." Millicent has also been through something similar, "Boys are usually impressed when I tell them that I'm a gamer," she says. "But it soon turns into a mansplaining session and that makes me groan. Not all men do this, though. Some of them have actually helped me learn so much about the gaming world." Mittra echoes her sentiment and adds that she's open to receiving more tips from fellow gamers, but condescending behaviour is where she draws the line. "More often than not, I don't think it comes from a place of malice but rather ignorance and misinformation. But it still doesn't justify

this path. Saral Saini, 26, from Mohali, Punjab has faced her share of trans-misogyny online. "Since I'm in the early stages of my transition, my voice is a work in progress," she says. During a game, if Saini unmutes herself, she is often trolled with transphobic slurs and is mis-gendered. "I've loved gaming for far too long to stop gaming because of this, so I just choose to remain on mute." Several women I spoke to confirmed that sometimes, some men see them as trophies to be bagged and feel proud if they have a girl on their team. "It's absurd and contradictory because men are the ones who perpetuate the stereotype of women being bad at gaming.

If we're all so terrible at it, why do you feel this sense of pride to have us on your team?" questions Saini.

Harassment often comes from a place of preconceived gender roles. But, to challenge these notions, Bengaluru-based Divya Hegde came up with the game Reality Check. Currently, in pilot mode, it is aimed at school children and gives them prompts on situations. For example: "You and your sibling of the opposite sex return home from school and are asked to help your mother out. Do you: 1) Ignore her and go play with friends. 2) Stay back and help her out. 3) Help her out and ask your father to join too." Such prompts revealed the gendered thinking of young school-going students in government schools. Most of them come from lower income families where they witness gendered abuse every day. "We have tested out the game with over 200 students across various Karnataka government schools now and will expand once the government greenlights our program. Our goal is to sensitise children about gender inequality from a young age," says Hegde. The app came from her own experiences of facing gender bias at home when she was younger. "I'm 35 and come from a privileged background yet, I faced gender biases all the time. I hope to spread more awareness about it through this game" The game also spreads awareness on climate justice and was awarded by UN Women last year.

While researching for this piece, I reached out to several companies to try and understand the ratio of women participating in games compared to men. Almost all of the told me that they don't segregate data on the basis of gender and doing so would go against company policies. At this juncture, it is important to think that in a world where everything is gendered, why can't gaming-related data be gendered too to try and understand what suits the demographic best? After all, games designed for women are usually beauty and cooking-related, even female characters in games usually wear costumes in pink and purple tones. Perhaps, it's time for developers to break out of their own shells and listen to what women really want. "I think pink-centric games work only for gamers of a certain age and that's usually children," says Aakanksha. "But not every female gamer is a child and they deserve characters that look like them in games and not what people think girls should look like."

THE NEW LOOK

Homegrown menswear brands are creating an opportunity to experience everyday clothing that amalgamates Indian craftsmanship with a global aesthetic

Words TANYA MEHTA

ere's an interesting fact: India has a \$ 26 billion-dollar menswear market that accounts for a 46 per cent share of the overall apparel sales. This market has several segments – occasionwear, weddingwear, and workwear, a vital sector. But what about daily clothing? With much emphasis and money invested into these sectors, men often resort to either international high street or luxury brands available in the country - and the options are limited. The evolving male consumer is also growing increasingly conscious of his wardrobe, a run-of-the-mill summer shirt and an ill-fitted pair of trousers bought off the rack don't cut the mustard anymore. Customisation has become an attractive incentive, and solution, when it comes to formalwear, and now the male consumer is looking for quality in casual ensembles as well. A coterie of local labels is now propelling this much-awaited shift in mindset through thoughtfully designed and sustainably-made garments, that move beyond the ordinary.







KARDO

"The textile market has always predominantly been womenswear-focused. We simply took these fabrics and asked: 'Can we use this for menswear?' Often the answer was 'why not'. From there, we started working with weavers and craftspeople on different ideas around block printing, natural dyeing, embroidery, and even recycling waste," shares Sarthak Saxena, designer at New Delhi-based label, Kardo. The brand was set up in 2013 when the everydaywear designer segment for menswear was untapped. The blank canvas proved to be both fruitful and challenging. Hurdles were faced not only with the consumer base but also at the back end of the business,

"Often, persuading an artisan to change their mindset and experiment takes investing time, personal involvement, and financial support. In the beginning, it was tough to teach tailors about the quality we wished to achieve. It took continuous motivation to get them to understand our standards when often the mindset is fuelled by mediocrity. Once they witnessed the designs being sold worldwide, and the encouragement came pouring in from retailers and clients, they were determined to preserve those standards," he explains. Today, the brand sells successfully in India, the United States, Europe, and Japan. However,

the consumer needed their own share of inducement. In a nascent economy, people are always looking outside for inspiration in fashion, architecture, design, and music. Many Indian consumers who measure brand quality according to Western notions of fashion are often skeptical of investing in a local brand. The designer routinely researches textiles, both modern and antique, through exhibitions, archives, libraries, books, and travel – these are then elevated by enlisting a particular artisan's skill set. The result? Vibrant patchwork and appliqué jackets upcycled from production waste, luxe drawstring trousers in khadi, and summer shirts made from jamdani and ikat feature block prints, all with a focus on slowness. "We don't make fast fashion in a mass production facility. We make high-quality clothes with textiles that are hard to produce. The price is reflected in that, and our job is to convince people to understand that, sometimes they do, sometimes they return when they resonate with our endeavours. I have always designed and made what I like, which is influenced by, but not restricted to, industrial workwear, sportswear, denim, and Japanese avant-garde design.

Our positioning is not marketing-focused but design-centered. We have a unique aesthetic that's like marmite – you either like it or you don't."

ITOH

The pandemic has reinstated our quest for minimalism - in life choices, and the clothes we wear. Itoh, a New Delhi-based brand, founded in 2018, is for those seeking longevity in design, a label not defined by trends. The brand is the brainchild of Amit Babbar, who has spent over 15 years working with renowned Japanese labels such as Maison de Soil, Tsumori Chisato, Mando, and Ne Quittez Pas. His expertise in construction led him to introduce a unique design language in the menswear market - an approach focused on technique and finishing. His long-standing business alliances percolated into his designs, a modern take on classic French and Japanese workwear made with high-quality fabrics.

In a typical fashion landscape where the price is equated with the embellishment on the garment, the designer makes a case for simplicity, "Even though our styles are pretty



simple, the amount of care that goes into each garment is time-consuming, this makes it difficult for us to churn out huge quantities, hence we work on small capsules," he shares.

The brand introduces pieces in 'lots'. Crinkled cotton shirts that look best unironed, relaxed jacket-trouser sets in neutral tones of sage, navy, and brick – a modern uniform that resurrects the joy of repeating clothes, and a gauzy white kurta that never goes out of style. It's evident that the focus is on timelessness and effortlessness. The designer sources an array of fabrics primarily from West Bengal – Ramie, cotton silk, linen, wool-silk, cotton poplin – and works with a dedicated team of artisans and weavers. For every silhouette, a different technique of construction is employed, for instance, the stitch per inch differs, which

directly affects the overall structure of the garment, a critical element in menswear. This provides the nuanced consumer with a variety to choose from – long shirts, front plackets as well as band collar styles.

With an intricate outlook towards design, Itoh's consumer base is for the intellectual and the creative, "We want to introduce our brand to people who have an evolved taste in literature, art, and architecture. People who are socially and culturally aware and well exposed to nuances of art in any form. People who are sensitive and understand restrain. It is for anybody who is not looking for temporary fashion solutions, they could be young or middle-aged. We want to reach out to people who have been there, done that, and are now looking at tapping into the classics of self-expression in terms of clothing."





"We just didn't see anything we wanted to wear on holiday. Everything struck us as either too fashion-forward or too conservative, but nothing appeared to be effortless and easy, with a twist of style," shares Gautam Rajani, co-founder of SMR Days. Launched in 2020, the brand aims to offer transitional clothing - styles that work well for travel as well as for lounging at home, featuring artisanal techniques from India for a global audience created through an ethical and fair supply chain. The brand explores an unchartered luxury space with its conscious choice of fabric and embellishments - silk charmeuse shirts, tiny details such as responsibly-sourced coconut buttons and trousers made from sustainable bamboo flax. A large part of the collection is made of organic cotton, and each silhouette is a core style for SMR Days. The brand introduced 'cotton resham' hand embroidery into their classic shapes, as is the case with rope



embroidery on the 'Arpoador' jacket and 'Hiri 'shorts. It also imbibes traditional techniques such as *kantha, ajrak, bandhani*, and *tangalia* onto relaxed sets and tunic shirts.

While there's been much talk about inclusivity in sizing for womenswear, the menswear sector is often overlooked. As a brand that caters to consumers from around the world, this is an integral element to the design process, "We want to be as inclusive a brand as possible – through sizing (we go XS to XXXL), fair pricing that is accessible but also supports the local communities producing our clothes, and as importantly though an aesthetic that men with style around the world can relate to."

Work from home has enforced ease of dress codes while challenging the very nature of said codes. And as we continue to dress more casually, the athleisure hype will wear off soon as men are now looking beyond cookie-cutter dressing for garments that are comfortable yet chic. And SMR Days seems like the apt antidote to sweatpants with its versatile designs, ideal for the city or the beach. "Men are becoming more conscious of their everyday style, especially as offices allow for more off-duty dressing. The desire to be comfortable has only grown with the pandemic, as we've all spent so much time at home. The brand addresses this new flexibility, case in point: A soft suit great for work, summer weddings, or other warm-weather occasions that call for a bit of dressing up, without being overly serious."



WUNDERHAUS

Located in the quaint village of Kuilapalayam, in Tamil Nadu, Wunderhaus is a rustic artist residency founded by NIFT alum, Kedar Maddula. The solar-powered homestay features an organic garden, Chettinad-style architecture, and locally sourced rustic furniture. This conscious and slow lifestyle is reflected in the designer's clothing label, Wunderhaus. "The rampant cotton farmer suicides in the country saddened me immensely and urged me to re-think how I could combine my entrepreneurial and design skills to take on causes with a social impact and create market

solutions that help reduce the footprint of the fashion industry on the environment and the social rural scape of our country," shares Maddula. The brand's design process starts with a grounded approach and a clear social intent, primarily focused on design activism to promote the use of indigenous handloom cotton from across India.

While the founder describes the clothing as 'all-wear' - gender-fluid dressing, it makes strides in the unchartered segment of menswear. The aim is to make handloom look cool, each garment and collection is backed by a story of where and how they are made and the cultural references of the communities who weave them - all aligning with the visual language of the modern consumer. While the brand is based in South India, the designer scours through a spectrum of craft clusters from around the country. Their previous collection, titled 'Andro', was created with a stripe pattern of handloom indigenous to Manipur. Airy bomber jackets, shirts, and bucket hats were crafted from Kutch kala cotton, fine cotton from Karunganni and Kurinjipadi in Tamil Nadu as well as anmol cotton from Maharashtra.

"A considerable part of our design process is spent on-site and researching and studying the diversity of handloom craft across India. We buy directly from the weavers and cut out the middlemen, enabling us to offer better rates to the weaver while also being in control of the quality we require from them. It is a transparent, circular system, where it is imperative that we all benefit from this chain with a clear focus on the social and environmental impact with what we create."

With a brand born at the heart of an artistic getaway, it was only natural for Maddula to explore a symphony of both mediums. Last year, he collaborated with artist M Kalaivani, who specialises in cyanotype printing, on a 'Trees and Moon Signs' collection featuring painterly pressed leaf motifs, which were translated onto robe jackets and more. His latest line, replete with Sambalpuri ikat cotton from Orissa, gives the traditional sportswear jersey and shorts silhouettes a local spin. "We make everyday-wear fun and comfortable. Men's fashion hasn't looked as promising as it does presently. The current Indian menswear market is curious and is breaking stereotypical formats, with more men investing time into how they look and educating themselves about who makes their clothes."



GRAZIA | FASHION



GO MINIMAL

At a time when minimalism seems to have taken centrestage, there's nothing better than investing in versatile pieces that are timeless and ethical. Clean silhouettes, neutral accessories, and fuss-free clothing is what makes this aesthetic our calling card this season.



Star pendant Shop Lune, ₹ 1,850

Oval earrings, **Dhora**,

VOCAL FOR LOCAL

The past year has made us rethink our sartorial choices and buying patterns. As we modify the way we shop, create and lead our lives, we're also focusing on homegrown labels. Here's our edit of brands to bookmark, love and buy right now

Junior Fashion Stylist NISHTHA PARWANI



Block heels, Oceedee, ₹ 3,799



₹ 24,000



₹ 3.800



Twist shirt, satin pants, both **Aroka**, ₹ 12,200



GRAZIA | FASHION





Mistry, ₹ 6,300

Crochet bag, Artsy, ₹ 1,650





Enamel barrette, Cha-Ching, ₹ 549

Crochet skirt, **Bottom Drawer Crochets**, ₹ 2,200

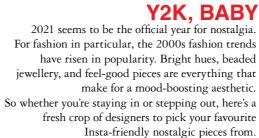


Floral bucket hat, Label Sugar, ₹ 1,500



Phone string, **Kiki Kloset**, ₹ 850







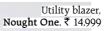
Printed Tee, printed shorts, both Six5Six, ₹ 2,999 and ₹ 2,999 each respectively

TAKE IT TO THE STREET

While streetwear has gained momentum globally, the Indian streetwear culture seems to be on the rise as well. Diverse cultures, gender fluidity, expressive identities is what marks the onset of a new batch of homegrown streetwear brands. So whether you're in the market for a new belt bag or classic tear-away trousers, we've got you covered.



Wide-leg pants, **Triune**, ₹ 4,750





Belt pouch, Strey, ₹ 1,799



Striped trousers, All2Defy, ₹ 10,000

Striped vest, **All2Defy**, ₹ 11,000



Reflective T-shirt, Biskit,



Patchwork shorts, Jaywalking, ₹ 12,000





Tie-dye T-shirt, Days For Clothing,

Graphic T-shirt, Croquis, ₹ 1,299

OFF/DUTY

GRAZIA | FASHION



gender hende Spread

Graphic Tee, Mixx, ₹ 1,000



NO AGENDER

Androgynous fashion has been doing the rounds for a while now and we're all for it. A preferred way to exhibit non-binary gender identity, this trend goes beyond stereotypes and focuses on neutral style clothing inclusive of non-restrictive silhouettes and comfort. And these homegrown brands ensure you stay on trend.

Bucket hat. Basisk. ₹ 449







Embroidered sweatshirt,
No Grey Area, ₹ 8,500



Beaded jacket, Yavi, ₹ 32,900 Linen pleated dress, Urvashi Kaur, ₹ 24,950

Handcrafted earrings,

Rum & Raisin, ₹ 11,00

EASY DOES IT

Just last year, we witnessed the resurgence of Instagram's favourite aesthetic – #cottagecore. The homespun trend is all about breezy dresses, soft floral prints, puffy sleeves, and intricate embroidery. While most of us have been dreaming of escaping, this trend allows us to stay rooted in simplicity – something we've all been craving.







Inventive upcyling and sleek tailoring

Salvatore Ferragamo Pre-Spring 22 updates the house's classic design code

Salvatore Ferragamo's Pre-Spring 2022 collection was photographed at the Museo Marino Marini in Florence, a space that has constantly been updated to reflect the present – first as a church, then a factory, and, most recently, as a space dedicated to artist Marino Marini's creations. The location reflects the ethos of the collection, which re-purposes Ferragamo's classic vocabulary with modern craftsmanship and sustainable values. This fusion of the house's heritage of innovation with future-facing values like upcycling is evident in the patchwork leather dress and vintage scarf print dress from the Ferragamo archives. Ferragamo's take on upcyling feels inventive, fresh and appealing.

The collection offers both menswear and womenswear. Womenswear skirts the line between minimalism and sporty infusion. There were biker jackets, semi-sheer dresses in recycled jersey material, split-pleated skirts, and crinkle washed bombers. A slipdress featuring kaleidoscopic marbling and fringed fil coupé stood out. The menswear segment featured classic tailored pieces in leather and suede. Military chinos, silk smoking jackets, mohair trousers, biker jackets, anoraks, and blousons were given sleek updates. The shoes included elevated point-toed mules, the Future Positive scubasneakers, a new women's men's-construction penny loafer, bold-soled minimal upper Gancini sandals, and crochet coating driving shoes. The collection also included a bucket bag in birdcage construction that echoed Salvatore Ferragamo's 1951 'Kimo' shoe design with interchangeable sleeves.



new collection

Space Jam: A New Legacy featuring the Looney Tunes and American basketball star LeBron James was an instant hit. And now, you can get your hands on some of the Tune Squad's exclusive gear with the new Nike x

Space Jam: A New Legacy collection.

The line-up includes sneakers and jerseys featuring graphic treatments highlighting different characters that are aimed at introducing a new generation to the Looney Tunes. In the movie, however, LeBron is seen wearing the new 'LeBron 19'. The collection also includes a three-style series of the 'LeBron 18 Low', which uses a split colour design to call out some memorable face-offs in the franchise's history, like Road Runner vs. Wile. E. Coyote. The variations of the Air Force I featuring numerous characters are also perfect for sneakerheads.

The apparel includes Nike and LeBronbranded Dri-FIT uniforms emblazoned with logos of the two fictional teams: the Tune Squad and the Goon Squad. A Tune Squad varsity jacket features letter stitching across the chest with a vibrant orange lining.

ords HITANSHI KAMDAR

NEW CONTEMPORARY

A contemporary update to this footwear label's design code

talian luxury label Tod's launched Tod's Factory back in 2018 as a creative laboratory where various guests, including celebrities and designers, were invited to collaborate on limited-edition footwear drops. And after Alessandro Dell'acqua, Alber Elbaz, and Mame Kurogouchi, Tod's has collaborated with Japanese footwear and accessories label, Hender Scheme to offer a fresh take on their Italian luxury heritage.

Hender Scheme founder Ryo Kashiwazaki worked with Tod's creative director, Walter Chiapponi to combine his label's contemporary approach and handcrafted finesse with the Italian label's iconography, artisanal know-how, and materials. While Hender Scheme has never collaborated with a luxury label like Tod's, their aligned codes when it comes to attention to detail and product quality, make them a good match. The project has been dubbed 'New Craft'. The brands announced the project on social media with an image of an outsole covered in bubbles, which is the signature bottom of Tod's loafers. An exclusive sneak peek at the collection revealed a luxe leather treatment with a high-top upgrade to classic brogues and mules in a bright sunshine yellow. The collaboration also includes a lime green crescent satchel and a mauve logo emblazoned carrier. The entire Tod's x Hender Scheme capsule collection will debut during Milan Fashion Week, in September.



GenZ-approved sunglasses make their way to India, and a limited-edition drop reflects an iconic moment in Olympic history

California-based street
style eyewear brand, Arnette
has finally made its foray into
India. A GenZ favourite, the brand
has amassed an impressive fan following,

for the 'gram including music icons like Billie Eilish, and Justin Bieber.

While the brand's aesthetic is perfect for the Gram, they are also committed to safeguarding the environment. In 2019, they launched their first sustainable collection and were happy to report that 70 per cent of their collection in 2021 is made from eco-friendly bio-plastics.

Arnette's India debut is marked by the launch of their bio-acetate collection, which is made with eco-friendly plastic, recycled materials, and bio-lenses. The collection features a mix of retro and contemporary frames with designs ranging from tie-dye to classic tortoise-shell. The lenses are available in colours like seafoam, rose, and midnight blue, lending just the right edge to your street style looks.

While Arnette is offering a plethora of cool options, Puma has launched limited edition-sunglasses celebrating an iconic moment in history when legendary British sprinter Linford Christie made an appearance at the 1996 Olympics showing off a pair of contact lenses with a built-in jumping cat as a powerful statement of his affiliation with Puma. Now, celebrating 25 years of this indelible moment in history, the brand has launched the Linford Christie 25th Anniversary limited edition sunglasses.

The sunglasses, only available in 300 unisex pieces, feature a wraparound frame combining an extended tubular bar and a single lens which is etched with an all-over jumping cat pattern in direct reference to Linford Christie's Puma contact lenses.



FOOT LOOSE

Linford Christie sporting the

iconic jumping cat lenses

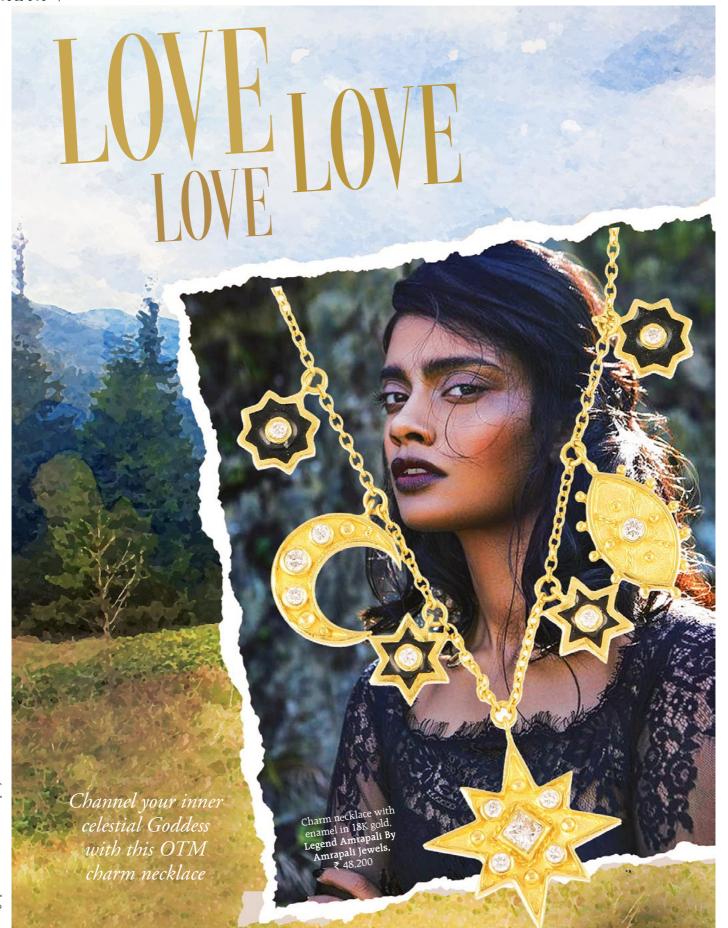
This rapper's love for gold on your feet

rammy-winning rapper and global icon Cardi B is



continuing her partnership with sports giant Reebok. They have been collaborating since 2018 with the rapper releasing a 'Mommy & Me' collection in May, inspired by her daughter, Kulture. Cardi B also released her first apparel collection with Reebok in April, featuring athleisure pieces in a pastel and bright red palette.

Their latest offering is the 'Classic Leather Cardi' sneaker inspired by Cardi B's "love of gold and its timeless value". The bold, glamourous, and over-the-top reinvention of the classic Reebok silhouette reflects Cardi's personality. The sneaker merges the silhouettes of Reebok's iconic Classic Leather sneaker with the mid-sole of the well-known Reebok Legacy 83 to create a feminine, fashion-forward sneaker, featuring soft leathers with suede overlays that have a satin-like sheen with a velvet accent tongue.



Photograph KEEGAN CRASTO , Deputy Art Director T.KRISHNA PRABAKAR

BEAUTY



Where we spotted it
Dior's Haute Couture Fall/Winter 22 show.

Why we loved it

A style and colour upgrade in one go? Sign us up. Reversing the cat-eye and swapping out boring ol' black for deep, smokey blues is the best way to keep it fresh and fierce for the next season.

Ways to work it

- 1. Sweep a warm brown shadow on your upper lid using a fluffy brush. Mimic the same on your lower lash line with a finer brush.
- 2. Run a deep blue eye pencil through your waterline, extending it slightly in the inner and outer corners.
- 3. Diffuse the liner with a detail brush to smoke out the blue slightly. Then, use the brush to clean up the edges and pull out a wing.
 - 4. Pat on some concealer and clean the edges, if needed.
 - Top with mascara to finish the look.

1 FAE Beauty Brash and Glaws Gloss . ₹ 750 and 499 respectively, 2 Lakmé
Absolute Plush Matte Lip Crayon in 'Iced Mocha' ₹ 800, 3 SUGAR Cosmetics Rage
For Coverage 24HR Foundation, ₹ 799 4 Etude Drawing Eyebrow,
₹ 250 5 Smashbox The Original Photo Finish Foundation Primer, ₹ 3,050 6
Benefit Cosmetics BADgal BANG! 24 Hour Eye Pencil – Blue, ₹ 2,070

SUGAR



mashbox

THE ORIGINAL

PHOTO

FINISH

PRIMER

Photograph DIOR, Compiled by HENA DESAI







DID YOU KNOW: A trendy new plant called bakuchiol has emerged as a natural, gentle alternative for retinol. Studies have shown that it's equally magical in reversing signs or ageing and correcting imperfections, minus any side effects. It's perfect for sensitive skin types and for those with extreme resistance to retinol.

umbrella term for retinol products, which includes everything from your OTC retinol night creams to prescription-grade Retin-A / tretinoin gels). Vasudha Rai, author and beauty guru, once said on Instagram that it feels like

she's "birthing new skin" after using tretinoin. "It's transformative", she tells us, but you have to try it under the guidance of an expert. "I use prescription-strength retinol, and it's faded scars and improved my sin texture," she says.

"Retinols can be used by everyone specially as a preventative anti-ageing product from early 30s, and even earlier for acne-prone skin," explains Dr Agarwal. Typically, it's quite an aggressive active, but thanks to extensive research and advanced formulations, there are tons of options available to try, suitable for every skin type.

The Derma Co. 0.3% Retinol Serum, ₹ 799

minuses as a topical ingredient. The conversation around it is frenzied, with a lot of differed opinions about it among experts and netizens alike. So what makes it tick and why the resistance towards it? Let's find out.

THE GOOD

Sunday Riley

Luna Retinol

Sleeping Night Oil, ₹ 9,150

Retinol is the purest form of vitamin A, and is almost like a derm-approved do-it-all. As Dr Madhuri Agarwal, a Bombay-based dermatologist explains, "Retinoids are gold standard of intrinsic aging, photoageing and acne treatments for us. It helps to even out hyper-pigmentation, signs of ageing, smoothens skin and control acne flare ups." They also remove and exfoliate unnecessary dead skin cells, and encourage the production of newer, healthier skin cells. (Retinoids: an

RED FLAGS

Though they've achieved superhero status, retinoids come with their own share of issues. They're notorious for thinning and sensitising skin, ecially when the wrong one has been arrna Gupta, a beauty and wellness

especially when the wrong one has been used. Aparrna Gupta, a beauty and wellness expert explains, "With retinoids, it's often a 'worse-before-better' type of situation. Typical side effects include dryness, tightness, peeling, and redness - especially when first starting out. These usually subside after two to four weeks until the skin acclimates." It may work well, but for her, it's just not worth the hassle. "I like my skincare to feel luxurious and calming, not something that causes discomfort." Even Dr Barbara Sturm, skin expert and founder of her namesake cult brand, agrees that retinol is a slippery slope. In a recent press event, she told us how aggressive anti-ageing actives can weaken the skin barrier by stripping the surface

layers away, reducing protection against environmental stressors such as UV rays, pollution, or other irritants, which in turn can lead to an inflammation, breakouts and more

Derms and editors alike often describe it as the most powerful exfoliant out there, so when you hit the sweet spot, it makes for glowing, luminous skin. But, if you accidentally overdo it or use it incorrectly, the reaction can be sudden and unpleasant, potentially resulting in retinol burn, where your skin can't tolerate the powerful ingredient and it breaks down into an irritated, flaking, red, painful mess. It's common knowledge that it's not an ingredient to be used by pregnant women and lactating mothers, as it can lead to birth defects. Sensitive skin types may also want to stay away as it can "worsen irritation and aggravate rosacea or eczema episodes," explains Dr Agarwal. Ouch. That's enough to discourage many from even trying retinol altogether. Like me, even Meghana Ganeshan, an advertising professional, has also had a lifelong war with acne, but she's never even ventured close to retinol territory. "It's just not worth the hassle, and I don't want to jump from one problem into another."

SLOW AND STEADY

If you ever decide to give it a go, always remember to start slow, and under the guidance of your dermat. Once you pick a version that's suitable for you, limit your initial use to two-three times a week, gradually increasing the frequency to daily as your tolerance increases. Try the 'sandwich method' for a gentle start - after washing your face, apply a hydrating serum or cream to your face. Then put on a layer of your retinol cream, followed by another layer of a soothing moisturiser to lock it all in. Steer clear of other strong exfoliants like glycolic acids, and remember to always apply sunscreen to protect your skin and minimise discomfort.

WHERE DO EXPERTS STAND ON THE MATTER?



"I have used retinol in combination with hyaluronic acid and peptides in slow release formulation as I have a dry skin. I experienced initial stages of flaking and redness, which gradually settled down. My skin definitely benefited from the early use of retinol with delayed signs of aging and improved complexion"

- Dr Madhuri Agarwal, Dermatologist

"My experience has been a bit up and down, but good overall. From clearing acne to refining pores, reducing pigmentation and tightening the skin, this does it all. I did experience side-effects like irritation, redness and breakouts when I tried to increase the strength of my prescription cream. Despite that I will continue to use it because of the long-term benefits."

-Vasudha Rai, Beauty Editor

"Retinol is okay as a stop-gap corrective treatment, but I prefer not to use it as a regular skincare routine. It's functional but harsh for my sensitive skin. Besides, It misses the feel-good factor that my entire skin and self-care philosophy is based on.

- Aparrna Gupta, Beauty and Wellness Writer



BEAUTY REPORTER

GIMME MOOR

Get ready to meet your most flattering lipstick shade yet

atasha Moor Cosmetics has been a game-changer for South Asian skin in the beauty industry, in a much bigger way than just making the right shades for your skin tone. "Our range encourages self-love, ignites inner power and realises the different definitions and expressions of beauty," explains Moor. Read more about her namesake brand and everything it stands for as we catch up with her ahead of an exclusive launch on the Nykaa app Global Store:

GRAZIA: You've always emphasised the transformative power of make-up. How does it boost confidence?
NATASHA MOOR: I had the

unique opportunity to visit women's shelters and rehabilitation centres and use make-up as a tool to transform the way they felt. You might think that applying make-up seems superficial; however, I saw in an instant, the surge of excitement and sense

of self-confidence that exuded when these women looked at themselves. In that moment, I realised that this is why I do what I do. That sense of empowerment serves as the basis for our collection, every product we create at Natasha Moor Cosmetics and our #DoMoor charitable initiatives.

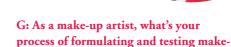
G: BIPOC representation in the beauty industry was bleak until recently. Was your brand designed to change that?

NM: Definitely. After all, that inspired me to create long-lasting lipsticks with heavy pigments for Indian brides. I used to mix and match shades to get the perfect pinks and nudes that would work well on deeper skin tones, I also wanted something that would

last them throughout their mehendi

in the scorching heat, sipping on their cocktails without

having to worry that their lipstick was smudged everywhere. It was almost impossible to find shades that suited our golden Indian tones, and my clients would ask me to mix a little custom pot for them to keep. That's how I knew that I needed to



make something

for us.

up?

NM: I'm more of a make-up artist than a businesswoman, at heart. I know it sounds dramatic, but I believe that every product we formulate should have an impact on someone's life. Everything we make needs to be aesthetically pleasing, user-friendly, and trendy. It all starts with an idea, followed by about two years of R&D, which includes a lot of back and forth. It took two years to perfect the Moor Power Mascara — the formula had to be the best I've ever tried, the wand had to be perfectly tapered to envelop every lash, and, of course it had to be in the perfect packaging. I do believe that all good things take time.

G: As you debut in India, what's the one universally-flattering product from your range that you suggest everyone must try? NM: This is probably the toughest question to ask me – if there was a universally flattering shade, it would be 'Ambition', from our Silk Suedes line, and 'Winner' from our Molten Mattes. But there's so much that will work on just about everyone.



PROBIOTIC POWER

Another global favourite has made its way to India, this time thanks to Sephora. French brand Gallinée is probably the world's first personal care brand that has probiotic-enriched products not only for your face but also your body and hair. The products are designed to restore balance to your skin's protective layer, called the microbiome, and are especially beneficial for sensitive skin types.



GIVE IN TO THE HYPE

Probiotic-rich skincare is buzzing, and it's definitely worth trying

If you're a fan of exfoliating acids or retinols in your skincare, chances are you've probably weakened your skin barrier. These may make your skin feel great and squeaky clean, but they're notorious for changing its pH balance and disrupting the microbiome or the colony of good-for-skin bacteria that lives on the surface. Yes, you read that right, our skin's surface is home to millions of microorganisms that help keep the skin barrier (or the top-most layer of your skin) healthy. But harsh products and environmental stressors can damage this barrier, wreaking havoc in the form of acne, dullness, sensitivity and even dryness. Protecting this microbiome (the colony of bacteria) is important, and that's exactly what L'Occitane's Immortelle Reset Triphase Essence helps you achieve.

It's a blend of prebiotic beetroot, Acmella oleracea flower extract, and the Immortelle Essential Oil, which all work together to restore balance, strengthen the barrier, and boost hydration. Shake the bottle to mix the three layers, spritz it on and pat it down for it to start working. You can use it as the first step in your routine to make your skin more receptive to the products to come, or use it by itself as a pick-me-up through the day. It feels almost water-like, and sinks into your skin without clogging pores to not only boost barrier health but also make your skin visibly radiant, less sensitive, and more hydrated.





THIS JUST IN

HAIR GENIUS

Anti-ageing for hair? Sign us up Much like your favourite anti-ageing face serum, this works to restore that youthful bounce in your hair and scalp strength, fighting all signs of limpness, dullness and damage, thanks to its regenerative powers. It's chock-full of abyssine, vitamin E, and hyaluronic acid, stored in unique Caviar-inspired pearls, so you can imagine how luxurious this lightweight serum will make your locks feel.

Kérastase Chronologiste Serum Universel, ₹ 15,000

GRAZIA | BEAUTY



BIG HAIR ENER

70s hair has become an Internet sensation



Follow that up with a volumising hair mousse

¶irst came the bootlegged jeans, then the tiedye mania and now, the mega-watt volume - in case you missed the memo, the 70s are back in a big way. Don't just take our word for it; scroll through Instagram and you'll know that the internet is very serious about this retro revival. Over the last two months, the iconic Farrah Fawcett hair flip has picked up popularity, and almost everyone seems to want to trade their sleek locks for some va-va-volume.

It all started when TikTok-er Mallory Jade (@groovy_mal) shared a 30-second clip on recreating the famous 'Farrah Flip' with a round brush, curlers and a dizzying, but definitive head shake. The transformation impressed the internet and naturally sparked a viral trend, tried, tested and approved by beauty gurus worldover.

This isn't the only vintage trend to blow up on social media - even Princess Diana's famous pixie blowout was hot for a minute. But the reason why this Charlie's Angels star's hair is still trending is because of the versatility - it looks good on just about anyone, it easily slims and defines the face, and is perfect to pair with curtain bangs that everyone seems to have right about now. And it's not too difficult to recreate either - you just need a couple of products in your styling arsenal, a round brush and a blow-dryer. Pair that with some frosted eyeshadow and major disco-diva energy to truly be 70s-ready.





Let all rollers sit for at least 20 minutes to let the curls set, then proceed to unpin

Flip your hair forward and shake out the curls for extra feathery volume. Seal it all in with some hairspray



For more stay and definition, use a hair roller for each piece of curled hair and pin it to hold the roller up



Blast-dry your hair and use a round brush to curl the ends of each section away from your face



Professional Thermal Round Brush, ₹ 450





MONTH IN MONTH OUT

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

THE FLIP SIDE

What makes this novel a story of our time? We find out

ne of the hardest feats to pull off in literary fiction is writing from multiple points of view. You've got to juggle different personalities and motivations - and somehow use them to tell a coherent, cohesive, and compelling story. I won't lie to vou: Some readers hate it. Some writers hate it. But debut author Anindita Ghose, who was until recently the Editor of the Saturday magazine Mint Lounge and has previously been the Features Director of Vogue India, uses it effectively in her novel The Illuminated, without sacrificing a certain character intimacy with the reader.

Centred on two women - Shashi and Tara, a mother and a daughter, whose lives unravel in the wake of a family tragedy, the novel is sophisticated in the quality of its prose as it is in the detailing of a closely observed reality and the eventual creation of a richly imagined mindscape. Its thematic focus on questions of identity and its sharp insights on society and relationships speaks hauntingly to our times. In a candid interview, Ghose opens up about her debut novel.

GRAZIA: It's been observed that books involving mothers and daughters skew largely to fraught relationships between the two; in fact, the more fraught the relationship, the more engrossing the book. How is Shashi and Tara's relationship different?

ANINDITA GHOSE: I suppose that's right. The first book that comes to mind is Deborah Levy's Hot Milk. But for me

The Illuminated is not a mother and daughter book. It is a novel that explores the differing perspectives of two women - and several other women - and they happen to be mother and daughter. The mother, Shashi, is an accommodating woman, a good mother, most would say. Whatever friction there is between the two is because of the different spaces they occupy in the world.

G: Feminist criticism has emphasised how hard it is for men really to imagine what women experience. Was your choice to kill the husband/father figure on page one intentional, to prioritise both women and their stories?

Anindita Ghose

AG: I was thinking of women as planets and satellites around an all-powerful sun. Their days and nights, their rhythms and waves, are all defined by the sun. How would they find their own light if we didn't eclipse the sun?

G: What led to the insertion of those cheeky, strategically placed MSS posters throughout the book?

AG: I thought it was a fun stylistic device rather than spending pages and pages explaining the growth of a vigilante volunteer organisation.

G: Time and memory are important themes in The Illuminated. Are you interested in work that plays with duration, decay, and transformation? AG: I am interested in shifts in perspective, in multiple narratives, in the 'other' story. Time distorts memory and that can lead to a shift in the way we process a certain incident or relationship. That leads to a

character's growth, perhaps even their illumination. Without some change in a character from the start to the end, I don't see the point of a story.

G: How have your protagonists shaped you as a woman and a writer?

AG: They've taught me to suspend judgement. A most invaluable lesson for me as a human being.

On the Bookshelf



Girlhood Bloomsbury Melissa Febos

In her powerful new book, critically acclaimed author Febos examines the narratives women are told about what it means to

be female and what it takes to free oneself from them. Girlhood is a philosophical treatise, an anthem for women, and a searing study of the transitions into and away from girlhood, toward a chosen self.

A Rude Life 12 Penguin Random House India Vir Sanghvi

Vir Sanghvi's has been an interesting life – one that took him to Oxford, movie and political journalism, television and



magazines – and he depicts it with the silky polish his readers expect of him. Here, he turns his dispassionate observer's gaze on himself, and in taut prose tells us about all that he's experienced, and nothing more for he's still a private man.

LAUREN 3 ISBERGER Greener THE GRASS Lauren Weisberger

Where the Grass is

HarperCollins India

From the #1 New York Times bestselling author of The Devil Wears Prada comes a highly entertaining, sharply observed

novel about sisters, their perfect lives...and their perfect lies. Recognised by millions across the country, thanks in part to her flawless blond highlights and Botox-smoothed skin. An adoring husband and a Princeton-bound daughter. Peyton is that woman. She has it all. Until...

A Death in Shonagachhi

Pan Macmillan India Rijula Das

Set in Calcutta's most fabled neighbourhood, A Death in Shonagachhi is a literary noir as gritty and devastating as it



is wry and tender, laying bare the ruthlessness that preys upon our society's outcasts and the impediments to dignity and love. Chekhovian in spirit and reminiscent of the works of Nabarun Bhattacharya, it introduces us to a new writer.

SOUNDTRACK TO THE SUMMER

This music collective spills the details on their third album



would rather create something that makes me feel something. I don't want to be in a box where I cannot do what I want to do emotionally," says Josh Lloyd-Watson, emphatically, as he speaks to me from his sunny backyard in London. One half of British producer duo Jungle, Lloyd-Watson is currently preparing for the launch of their highly anticipated third album, Loving in Stereo with his co-musician and childhood friend, Tom McFarland.

Dubbed as a "music collective" by the entertainment media, Jungle has always focussed on their music separately from external influences and commercial

considerations, and this forms the core of their third album. Released almost three years after their second album, *For Ever*, which was an ode to heartbreak and teemed with emotions, *Loving in Stereo* is a complete antithesis of its predecessor.

Talking about the hope infused in the tracks, Lloyd-Watson says, "We wanted our audience to find new love. We've also personally moved on in our lives, both creatively and romantically. And with Covid, it's almost as if our personal experiences got reflected in the world, so the context feels more relevant now." The relevance refers to the optimistic disco-infused undercurrent prevalent in every track of the album.

The lead single, Keep Moving, echoes the message of moving forward through difficult times with its use of a choir harmonising the power of multiple voices. Standing true to their "music collective" roots, the album also has numerous collaborations. "We have been collaborating with people since Jungle started in 2013 but it is now that our confidence has been lifted and we feel freer than ever," Lloyd-Watson shares. Their recent track, Romeo, from the album created with French-American rapper Bas explores hip-hop. They also have a track with Tamil artist Priya Ragu, titled Goodbye My Love. "Priya is a great vocalist; she has such a pure, innocent voice that it just works, you know, and we made it great," Lloyd-Watson said.

THE IDENTITY

Jungle's visuals and artwork is an important part of their identity. For *Loving in Stereo*,

the duo has created a visual identity for every track on the record. Talking about the colours and visual language, Lloyd-Watson says, "Jungle, for us, is more than a stamp or a name, it is bigger than the individuals. So that is the thought behind the colours we use and that will never change. As for the visuals for the videos, they're kind of addictive, endearing, and take you on an emotional journey where you get to know the characters." The 14 videos were all shot in only five days, further establishing their decision to not overthink their art and trusting their instincts with this album.

Their live shows are typically lively, energetic, and raucous, but a digital launch of the album has altered that back and forth energy. While Lloyd-Watson is excited about the live stream launch, he admits that digital is not as good as real, "People tend to prefer real or analogous stuff, something that has natural electricity or movement, rather than 1's and 0's. It's like how an analogue photograph is a million times better and has so much more depth and beauty than a digital photograph. To me, digital is a bit too perfect."

Ultimately, Jungle is staying true to its roots despite breaking away from the confines of specified genres and processes. And that is what their fans have always adored. *Loving in Stereo* is the perfect soundtrack to a hopeful summer of love and joy. As Lloyd-Watson puts it, "In music, there is a sort of celebration and positivity. And ours is very energetic; it is full of life and the timing with that is just is what it is. It's great."

PRESS PLAY



Keys, Meera Desai

The laidback song, which is almost therapeutic, leans on nostalgia as well as introspection, staying true to the artist's jazz, soul and pop influences.

The tunes that deserve a place in your playlist



Khamotion, Dot.

Aditi Saigal aka Dot. steps out of the shadow of her breakout single *Everybody Dances To Techno* and turns up the tempo on this tune, partially leaving behind lilting melodies for upbeat energy.



Dream of Us, Ramya Pothuri

On this dream-pop track, Pothuri switches things up as she comes more into her own as a producer while reminiscing about pre-pandemic life.



BIG BYTE

All the tech we're crushing on this month

COFFEEZA LATTISSO ONE TOUCH ₹ 26,999

Instagrammable cappuccinos? Check. Win brownie points with your friends? Check. With the stylish Italian Lattisso One-Touch, any coffee lover can bring the cafe experience home. This Goabased homegrown brand, founded by Rahul Aggarwal, pairs tech with artisanal coffee in a capsule format to deliver a gourmet coffee experience while saving time. The Lattisso One-Touch is a premium capsule coffee machine that comes with an attached milk frother. It uses a high-performing 20 bar pressure pump to extract coffee with indulgent layers of crema. Additionally, it has three brewing functions that allow you to brew a cappuccino, espresso, or lungo (an Italianstyle coffee).



Sujesh Sugunan





SPEAKER ₹ 5,999 The Stone 1500 has powerful

drivers that offer dynamic 40W of boAt's signature sound to captivate you while you immerse yourself in an impressive auditory experience, along with an instant connection the moment you power it on. The battery helps pump out playback for up to 15 hours, and the speaker comes equipped with a Type-C charging port for seamless charging The speaker has been designed with great style and sound in mind - a driving consideration that dominated boAt founder Aman Gupta's vision when he started this homegrown brand. This apart, its rugged and robust design is IPX6 rated that ensures resistance against shocks or water scares.



WOLF AIRMASK ₹ 29,500

Any device that provides protection from the deadly coronavirus (and its ever-mutating strains) is a winner in our books. In a bid to contain the airborne spread of Covid-19 by performing realtime sterilisation, a Kerala-based startup, Allabout Innovation, has developed the Wolf Airmask, a protective gear against the deadly virus. It is the only device in the world that can produce 100 per cent negative ions efficiently to an area of 1000 sq ft and 10,000 cu ft. However, the range of the device can be enhanced to suit even larger rooms. What's more? It also produces no positive ions or ozone, thus safeguarding the environment. Here's a little something extra to make you a believer: The Wolf Airmask is currently the only device tested against the SARS-CoV-2 virus.



BLAZEPODS, AVAILABLE ON WWW.NEGATIVESPLIT.IN, ₹ 30,000 ONWARD

Blazepods are LED-enabled gadgets that help you with your flash-reflex systems, allowing you to reach your fitness goals. Professional athletes have been using reaction training lights for years now, and they're now available in consumer form thanks to Balance India – a homegrown set-up in Hyderabad, helmed by Soli Colah and his wife, Nivritti Roddam, that caters to 360-degree wellness. Blazepods are an intelligent 'flash reflex training' system that involves tapping touch-sensitive pods with your hands, knees, or feet during your workout. The pods light up in various colours, providing visual cues for drills and exercises that can help improve your reaction time, coordination, balance, strength, and more. They connect via Bluetooth to a companion app that offers various activities for individual and team sports, home workouts, and partner and group competitions. The app keeps track of your progress and lets you design custom exercises, including cognitive and rehabilitation training activities.

WHERE TO FIND IT

1101 - ELEVEN.O.ONE www.elevenoone.in

ACCESSORIZE Palladium, Lower Parel, Mumbai

AIMEEE www.aimeeloved.com

ALEXA CHUNG www.alexachung.com

ALL2DEFY www.all2defy.com

AMAMA www.amama.in

ARANYANI www.aranyani.com

AROKA www.aroka.in

ARPITA MEHTA www.arpitamehtaofficial.com

ARTSY via Instagram (@an.artsynaari)

AZGA www.azga.in

BASISK www.basiskindia.com

BENEFIT COSMETICS available at www.sephora.nnow.com

BHAANE www.bhaane.com

BISKIT www.shopbiskit.in

BODICE www.bodice.co.in

BOTTOM DRAWER CROCHET Via Instagram (@bottomdrawercrochets)

CHA-CHING
via Instagram (@studio_chaching)

COACH

Palladium, Lower Parel, Mumbai COCOON FINE RUGS www.cocooncarpets.com

CROQUIS www.croquis.in

DAYS FOR CLOTHING www.daysforclothing.com

DEEPA GURNANI www.deepagurnani.com

DHORA www.dhoraindia.in

DIOR www.dior.com

DOLCE & GABBANA

www.dolcegabbana.com

www.essedesignstudio.com

ETUDE INDIA available at www.nykaa.com

FAE BEAUTY
www.faebeauty.in

FENDI www.fendi.com

FIZZY GOBLET High Street Phoenix, Lower Parel,

FLOWERCHILD BY SHAHEEN ABBAS www.flowerchildbyshaheen.com

FOREVER NEW High Street Phoenix, Lower Parel, Mumbai

FREAKINS WWW.FREAKINS.COM

GALLINÉE

www.haragoman.com

available at www.sephora.nnow.com

High Street Phoenix, Lower Parel, Mumbai
HARAGO

HUEMN www.huemn.in

ISHARYA www.isharya.com

JAYWALKING www.jaywalking.in

KAY BEAUTY available at www.nykaa.com

KÉRASTASE www.kerastase.in

KIKI KLOSET Via Instagram (kikiikloset)

KISSA GOI Via Instagram (kissa_goi)

KOYTOY www.koy.storE

LABEL SUGAR www.labelsugar.com

LAKMÉ www.lakmeindia.com

L'ORÉAL PARIS Available at www.nykaa.com

LOVE LETTER www.studioloveletter.com

LAZY LEMONS Via Instagram (@lazylemons.studio)

LEGEND AMRAPALI www.legendamrapali.com

LOEWE www.loewe.com

LOUIS VUITTON
The Taj Mahal Palace, Mumbai

MALIE www.malieofficial.com

MARKS & SPENCER High Street Phoenix, Lower Parel, Mumbai

www.marni.com

MAUVE ASIDE

www.mauveaside.com

MARNI

MICHAEL KORS Palladium, Lower Parel, Mumbai MINERALI Linking Road, Bandra West, Mumbai

MISHO www.mishodesigns.com

MISTRY www.shopmistry.com

MIXX www.bemixx.com

MURAD available at www.nykaa.com

MUSTHAVES BY RIDU Via Instagram (@musthavesbyridu)

MY CHAIN SHOP www.mychainshop.in

NAMRATA JOSHIPURA www.namratajoshipura.com

NAR MAADA www.narmaada.com

NATASHA MOOR COSMETICS available via Nykaa App's Global Store

NAUSHAD ALI www.naushadali.in

NOTEBOOK www.thenotebookstudio.com

OCEDEEE www.oceedee.com

OLAY available at www.purplle.com

www.theoliostories.com

OLIVIA DAR www.oliviadar.com

ONETWO ONETHREE www.onetwoonethree.com

ONITSUKA TIGER Palladium, Lower Parel, Mumbai

OP-HANEEN www.ophaneen.com

PAIO www.paio.co

PÉRO Available at www.ogaan.com

PHILOSOPHY DI LORENZO SERAFINI www.philosophyofficial.com

POT PLANT www.thepotplant.in

PRAKHAR www.prxkhxr.com

PROJECT 23°N.69°E Via Instagram (@23n69e)

RAF www.rafthelabel.com

RAHUL MISHRA Kala Ghoda,Fort, Mumbai

RALPH LAUREN www.ralphlauren.asia

RHODE www.shoprhode.com RUM & RAISIN via Instagram (@rumandraisin.studio)

SAND BY SHIRIN www.sandbyshirin.com

SAZO Via Instagram (@sazo.in)

SHOP LUNE www.shoplune.com

SIMPLY NAM www.simplynam.com

SIX5SIX www.six5sixstreet.com

SMASHBOX

available at www.nykaa.com

www.stemindia.in

Via Instagram (@sthal.a)
STREY

www.strey.shop

SUGAR COSMETICS
in.sugarcosmetics.com

SULWHASSO available at www.nykaa.com

SUNDAY RILEY available at sephora.nnow.com

TANN-ED www.tanned.in

THE DERMA CO. thedermaco.com

THE HALFDONE
Via Instagram (@thehalfdone)

THE SUMMER HOUSE www.thesummerhouse.in

TORY BURCH www.toryburch.com

TRIUNE www.triune.store

TWO POINT TWO Available at www.azafashions.com

UNTITLED CO

URA www.wearura.com

URA MAKU www.uramaku.com

URVASHI KAUR Available at www.ogaan.com

VALLIYAN www.valliyan.com

YAVI www.yavi-eshop.com

ZARA Palladium, Lower Parel, Mumbai

ZARIIN www.zariin.com

ZJM EXPORTS - SAM MANECKSHAW www.zjmexports.com



Deputy Art Director T.KRISHNA PRABAKAR



WE LOVE WHAT YOU

Our years of expertise and understanding of the zeitgeist have helped us compile a cool list of brands that Indian millennials love, carefully curated by our team. Introducing the first edition of Grazia Most Loved Brands





GRAZIA | MOST LOVED BRANDS



KAMA AYURVEDA

Kama Ayurveda was founded in 2002 in India, as an Ayurvedic beauty brand, inspired by the ancient science of healing. Known for its pure ingredients and luxe packaging, the brand offers effective formulations that are EU certified and deemed cruelty-free by PETA. From its vast range of products, one that's currently on our radar is the Bringadi Intensive Hair Treatment Oil. It's an Ayurvedic blend that's clinically proven to prevent hair loss, dandruff and premature greying. It consists of a natural recipe of potent herbs, extracted into pure sesame oil and milk. The wonderful blend of indigo, Eclipta alba and gooseberry promotes hair growth. It also contains antibacterial and anti-fungal heroes like Licorice. The oil acts as a natural conditioner to promote lush hair growth by deeply nourishing the hair and soothing the scalp. Other than nursing damaged hair back to health, it also offers moodboosting benefits - its earthy scents instills calmness, taking your beauty sleep to the next level.

Bringadi Intensive Hair Treatment Oil, ₹1,295



BENEFIT COSMETICS

This brand's been a favourite for years; you may have already tried some of their bestsellers or seen them in a friend's make-up bag – like the Hoola Bronzer or the Benetint. We recently tried their new They're Real! Magnet Mascara and loved its eye-opening formula – it instantly fans out, lifts and volumises your lashes thanks to its unique magnetic mineral-enriched formula. It doesn't budge come rain, shine or tears, so your gravity-defying lashes will stay defined for up to 36 hours.

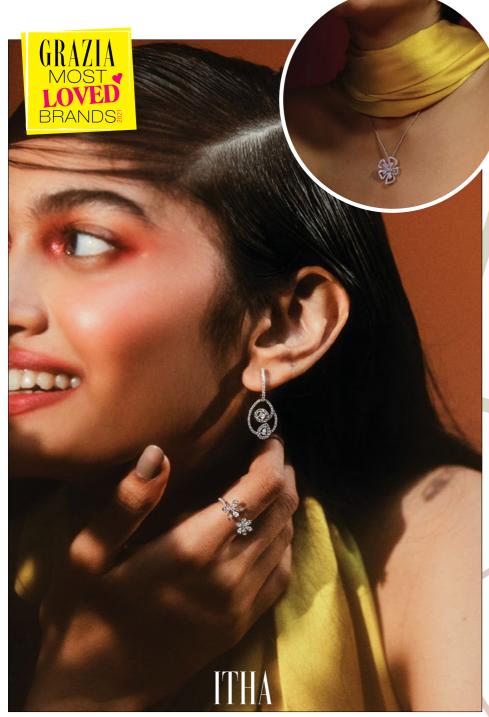






PAYAL KHANDWALA

Blending a refined sense of luxury with comfort, Payal Khandwala's eponymous label is full of colours and champions the mood to be unapologetically oneself. Exuding a touch of drama with minimalist pieces, the clothing line consists of solid raw silk separates, maxi dresses, brocade skirts, reversible saris all in a delectable colour palette. What we love the most about the collection is its subtle attention to detail and its experimental take on individualistic styles.



Crafted to perfection with exceptional designs, Itha is a brand that specialises in jewellery for everyday wear that can elevate even the simplest of your daily looks. Founded by second generation entrepreneurs under the parent company Shree Jewellers with a vision to cater to the contemporary audience, Itha aims to celebrate the beauty of every woman with jewellery that reflects the same by making the wearer feel a little more beautiful daily. It specialises in modern heirlooms that are equal parts trendy and timeless. With a wide range of dainty and delicate pieces, Itha brings to you statement jewellery that strikes just the right balance between simplicity and elegance. The brand's latest collection constitutes impeccably crafted pieces made out of diamonds and precious gemstones like rubies, emeralds, and pearls. These are highlighted by gold settings that add a more premium look and feel to the piece. Added to its luxurious crafting and glamorous designs, Itha also ensures the availability of high-end pieces at affordable prices, making it every woman's goto-destination for fine jewels. Whether it's a dainty necklace or a pair of earrings, the understated pieces are minimal, contemporary, and absolute classics. Itha believes "Jewellery should be lighter than air, effortlessly easy, and breathtakingly beautiful" And we couldn't agree more. Shop these exciting fine jewels at www.itha.in

ARATA

This homegrown brand has hit the headlines for being all-natural, plant-based and vegan, with eco-consciousness at the heart of it all. It all started in 2018 with the launch of a flaxseed-based styling gel, and has now morphed into an entire range of face, hair and body care products that are transparent and toxin-free. Arata's Hair Cream in particular has become a hero in the curl community, which features organic flax seeds, olive and coconut oils which nourish your hair while sculpting it to perfection.

IS CLINICAL

If you take skincare as seriously as we do, you'd know that good products are an investment. It sounds like a tall order, but this skincare brand is a gamechanger – their bestsellers like the Pro Heal, Active and Hydra Cool Serum and Cleansing Complex haven proven to clear

out acne, pitting, pigmentation and wrinkles, while dramatically boosting radiance. Everything is professional grade, clinically tested and Hollywood-approved (seriously – Gwyneth Paltrow, Jessica Alba,

 Gwyneth Paltrow, Jessica Alba Rosie Huntington-Whitely are big fans).





GRAZIA MOST LOVED BRANDS

OZONE

Ozone delves deep into Ayurveda and science to bring nature close to us with gently curated, pure products. The brand's Signature Range understands skin anatomy and its concern with quality ingredients, research and practices. All the ingredients are locally sourced and are certified organic by USDA. Topping our list of favorites from the range is the Haridradaya Taila. A classic blend of anti-bacterial, antiinflammatory and wound-healing herbs, this is an ideal oil-based serum for sensitive, oily and acne prone skin. This transformative and corrective face oil phenomenally reduces acne scars, prevents acne, and reduces blackheads and whiteheads also works well on reducing pigmentation. It's crafted from organic herbs and blended with sesame seed oil to form a serum. Sesame seed oil has a uniquely low molecular weight that is able to carry the herbs and their potency into deeper layers of the skin for far-reaching benefits. It also contains cow's milk, turmeric, saffron and Himalayan cherry extracts, blended into an ultra-light, fast absorbing formula.

Ozone Haridradaya Taila, ₹. 1,831





JOVEES HERBAL

As many of us become more conscious of what we're putting in our bodies and what we're putting our bodies through, we're also becoming more aware of what we're putting on our bodies. Tons of new brands are cropping up to match the rising demand for clean, safe-for-skin products, but there's one that's ahead of the curve - Jovees Herbal. Founded in 2004, this 17-year-old brand has revolutionised clean beauty long before others did. The skin and hair care brand offers a wide range of innovative and effective formulas made with natural and organic ingredients. The herbal line aims to deliver cruelty-free, paraben-free and alcohol-free products, combined with ancient ayurvedic remedies to cater to all skin types. The products are produced at their state-of-the-art manufacturing units in Rudrapur and Noida, using modern, scientific processes that fulfil international standards. The products have made a splash not only in India, but also globally, satisfying customers in Sri Lanka, Qatar, Nepal, Bangladesh, France and Malaysia.



MOROCCANOIL

The Moroccanoil Treatment has been a cult favourite for years; it's a staple in most hairstylists' kit. This argan-infused potion is a haircare hero for good reason – it's frizz-fighting ability is next to none, and it also doubles up as a preshampoo treatment and a finishing serum. It contains a highly nourishing blend of argan and flaxeed oils, but unlike traditional formulas, it's instantly absorbed without leaving any sticky residue. This rich yet lightweight oil strengthens, conditions and protects hair against styling, chemical and environmental damage. You can choose from two variants -Original for regular to thick hair, or Light for coloured and fine hair. If you're using it as a pre-shampoo treatment, work a generous quantity through your strands and let them soak in it overnight (or at least for an hour before you wash it off). For styling purposes, work a dime-sized quantity from the mid-lengths to ends before you blow-dry or just work it through damp, towel-dried hair as you air-dry. The result? Damage-free tresses with a sleek finish, improved manageability and amped up shine.

Moroccanoil Treatment, ₹ 3,150

CHICNUTRIX

We've all subscribed to the hustle culture – we're always on the go, dreaming big and chasing it with all we've got. But it often comes at the cost of something important – our own health. Our fast-paced modern-day lifestyle doesn't allow us to focus on self-care and our own nutritional needs. Understanding exactly this, Shilpa and Janki, two modern-day, multi-tasking women decided to launch Chicnutrix in 2019. This holistic wellness brand aims to fulfil all your beauty and health needs by addressing nutritional needs. "We are what we eat," believes the brand, or drink in this case - they're known for their effervescent tablets for good hair and skin. They're made with Swiss Effervescent Technology; you just have to pop them in water and enjoy your healthy drink (they're available in delicious flavours). They've also launched collagen boosters, drinks for cleansing and PCOS aid to cater to your wellness needs on a whole new level. Each formula contains targeted ingredients that act on your body on a cellular level, offering quick but safe, doctor-tested results.





SWATI COSMETICS

Lenses are unsung heroes of make-up and self-expression - this minimal change can transform your avatar completely in a matter of minutes. If you love experimenting with your look or if you're just looking to swap out specs for a more practical, stylish solution, you may want to check out SWATI Cosmetics' range of easy-to-use coloured lens. This brand is the brainchild of Swedish entrepreneur Vishal Nanda and celebrity make-up artist Swati Verma, with an aim to make people feel confident and good about themselves. There's something for every mood and occasion, whether you want to dress up or down. If lenses aren't your thing, you can also check out their range of ultra-cool lashes, megavolume ONYX Lash Booster Mascara or the 2-in-I VANTA Lash Adhesive Liquid Eyeliner Formula and the newly launched range of innovative eye cosmetics. All their products are designed and 100 per cent vegan, and are produced from leading global labs to ensure they meet the highest quality standards. You can find the brand at top international retailers like Sephora, Nykaa, Manor and Douglas.











LEVI'S

Inventing blue jeans was just the start of how Levi Strauss pioneered a brand for true originals. Known for its fit, quality and classic designs it stands at the forefront of ecofriendly fashion. While the heritage company continues to roll out the best of denim apparel, their latest initiative – 'Buy Better, Wear Longer' Sustainability Campaign is the reason they are on our radar. Through this, Levi's is raising awareness about everyone's responsibility on the environmental impacts of apparel production and consumption, making them a responsible global brand.

ONITSUKATIGER

Creating sports-inspired fashion in the pursuit of ultimate comfort and innovative de-sign is the Japanese brand Onitsuka Tiger. Making outdoor wear comfortably lavish, the brand is a perfect amalgamation of the best of both worlds, fashion and sports; and heritage and innovation. The brand's motto aims at introducing new luxury to the world through their Japanese craftsmanship, season after season. Onitsuka Tiger has become synonymous with one of the most world-renowned lifestyle brands with a ra-zor-sharp focus on quality and attention-to-detail. With designs ranging from updated classic silhouettes to refreshing new styles and collaborations with like-minded artists and cultural connoisseurs, the spirit of Japan resonates in each new collection of Onitsuka Tiger shoes, apparel and accessories.

For their Autumn/Winter 2021 Collection, the brand collaborated with Toyoki Adachi, designer and art director of the graphic and textile design brand 'nowartt', to incorporate their graphics into their key pieces. For footwear, the latest models com-bine archival elements with contemporary designs which include boots with a strong grip as well as the HMR PEAK TRAINER trekking shoe introduced in 1966, which has been updated in design and functionality for a modern lifestyle. And, bigger is al-ways better with the BIG LOGO TRAINER 2.0 PUFFED model. The style con-sists of an ankle-height upper and iconic Onitsuka Tiger Stripes, which stretch boldly to the bottom of the outer sole. The area around the opening and instep has been care-fully formed to deliver a comfortable fit that wraps around the foot. The upper is made of a combination of different materials with a tonal colourway, and features a height that complements a wide range of styles. The collection also consists of puffer coats, striped jackets and dresses that look sporty yet sophisticated.



LAVIE

Established in 2010 by Mrs. Tainwala, Lavie with its diverse range of trendy handbags caters to the women of the new age who are often indecisive while shopping. Lavie states "Fickle is Fun" and encourages women to not stop at just one, and their impeccable collection that provides a variety of styles lives up to this motto. The brand offers statement handbags for every woman out there with sophisticated designs for all occasions. Blending comfort with convenience, every design at Lavie strikes a symphony between style and functionality. The collection constitutes a myriad of bags ranging from totes, satchels, and hobos to slings bags, clutches, and wallets - each design keeping you at par with the latest trends on the block. Besides being uber-stylish, every handbag is crafted to perfection using the finest materials and unparalleled Indian craftsmanship. Regardless of the changing times and seasons, a great handbag will be the perfect accomplice to a great outfit, and Lavie is just the place to find one.



GRAZIA | MOST LOVED BRANDS





RENÉE COSMETICS

RENÉE Cosmetics is an Indian beauty brand that believes in empowering women to reinvent themselves and redefine how they desire to showcase their persona. The brand is the brainchild of renowned actress, Aashka Goradia Goble in partnership with the founders of VILLAIN, Ashutosh Valani and Priyank Shah. RENÉE means reborn, and boasts of an innovative range of products designed for the modern, multi-tasking woman. The brand started with their crueltyfree, paraben-free and vegan range of Kohlistic Eye Range, and has expanded their offering with a range of Mini Lip Glosses, Highlighters, Eyelashes, Blush and also skincare. But their unique Fab 5-in-I Lipstick is what holds our attention these are five extremely moisturising lip colours housed in a single, fun case, offering intense colour payoff. They've also recently launched the Fab Face Stick – another game-changing innovation in a single stick to glam up your eyes, cheeks and lips. There's never a compromise on quality with this brand, as it's made with ingredients that are 100 per cent cruelty-free, paraben-free and FDA-approved.





SAAKSHA& KINNI

Adding a sense of luxury to bohemian romance, Saaksha & Kinni specialises in dynamic and comfortable occasion wear. From bold mix stripe leheriya prints from Gujarat to vibrant kedia styles, Saaksha & Kinni aims to make a statement globally by celebrating Indian prints and colours in a contemporary fashion. Taking luxe-boho a step-forward with a diverse collection comprising of embroidered separates, statement kaftans, bandhani kurtas, ikat trousers, and more, the label is an ode to the impeccable juxtaposition of culture and modernity.





With a focus on timeless traditions, Ekaya blends the beauty of handloom with luxury presenting the finest of Banarasi art. The brand's vision to showcase the legacy of Indian textiles and change the way it is perceived globally thrives on its initiative to bridge the gap and initiate collaborations between Indian weavers and international designers. Each piece at Ekaya has its own story to tell making it the perfect fit for a modern-day woman who loves staying true to her roots.



E'CLAT SUPERIOR

This brand has created quite a stir recently, especially on social media – derms and beauty experts have been raving about it alike. It's a derma-led homegrown brand based in Ahmedabad, known for its comprehensive skin rituals that are designed to prepare, protect and repair all skin types. The best part? All the products are formulated with safe and clinically-proven ingredients that meet global standards of efficacy. You'll find a huge range of product from the brands, there's a little something to curate the ideal AM or PM routine based on your needs. But the stars of the show are the serums – E'clat Superior has serums for almost very concern, from dullness to anti-ageing, pigmentation and even acne. Even through the pandemic, the brand was quick to adapt and offer virtual consultations and doorstep deliveries to ensure that customer needs are met. That's enough for us to believe that it really is a skin and customer-first brand.





PUMA has relentlessly pushed sports and culture forward by creating products for the world's finest athletes. The brand has been at the pinnacle of sportswear right from their iconic sneakers to sports gear. Bringing the "where gym meets the runway" ideology to life, Puma has always been the perfect conjunction of design and trends. Their legacy of design has made them one of the most prominent names in the sports and sports lifestyle industry for the past seven decades.



Misho's jewellery collection is characterised by a vocabulary of clean lines, architectural forms and simplified geometric shapes. Each piece reflects architectural curation and emits elegance. The minimalist jewellery brand is led by creative director Suhani Parekh who studied Fine Art and Art History at Goldsmiths University in London. Making daily jewellery more approachable, Misho has a wide range of accessories for women as well as men.

GRAZIA | MOST LOVED BRANDS





LOVEBIRDS

A millennial favorite, Lovebirds is a go-to destination for timeless pieces that strike the right balance between functionality and quirkiness. The label creates transeasonal and upcycled basics made from locally sourced craft clusters in India. Combining menswear detailing with a feminine sensibility, Lovebirds' wide range of ready-to-wear feature relaxed silhouettes and elegant trims.

Easy daily wear that's high on comfort and style, it's a valuable addition to your wardrobe.





At the heart of it, Nicobar is a brand whose products are designed to last, they are not trend-driven, and are inspired by natural design and materials. With a plethora of fashion and lifestyle products, the brand urbanises Indian fashion appealing to the youth in a way no other brand does. Sustainability is at the core of the brand, right from sourcing greener fabrics to making their packaging 85% plastic-free. The co-founders of the brand, Simran Lal and Raul Rai, founded Nicobar as a brand that reflected Indian history and yet was global in their appeal. From exquisite home decor, gold-plated trinkets to minimalist every-day wear, this brand is the ultimate one-stop-shop.



This brand is a forerunner in clean beauty – it's a PETA-certified cruelty-free brand that aims to produce products that are more sustainable, more ethical and most importantly free from harsh chemicals. Started in the 1960s, Simple products are only made using skin lovin' ingredients that have passed a 'mildness' criteria and work with the skin's natural ecosystem, to ensure that all products are safe for even the most sensitive skin types. 'Kindness is at the heart of everything we do - but - we're about so much more', claims the brand. Staying true to the philosophy, their product range is free from over 2,000 'baddies' or harsh chemicals, including artificial fragrance, colours, alcohol, mineral oil and soap and the list keeps on increasing each year. The brand's commitment to sustainability is also solid – all products come in 100 percent recyclable packaging, and they're constantly innovating to do better for the planet. It's easy to understand then that the brand has risen to become U.K's no. I facial care brand, and is high up on our list of favourites too. A brand that's kind to skin, people, planet and animals - we're sold.





KÉRASTASE

Elixir Ultime L'huile Originale, get your hands on it already – this iconic product gives your hair the best instant nourishment. You only need to work a coinsized amount through your hair for hydration, heat protection and shine boost. The best part? It's so lightweight, your hair soaks it up

in seconds.

If you haven't tried Kérastase's

KAY BEAUTY

You have to hand it to her — Katrina's namesake brand has been releasing consistent hits ever since it first landed in 2019. Just like the star, everything in the range is ultra-glamorous, hardworking and really good at what its supposed to do. Take for example the Foundation in 20 diverse shades that give you skin-like finish or the pigmented shadow palettes that can take you from day to night with it's shade range — there are so many standouts to try without breaking the bank.

Gen Z and Millennial approved, Joker & Witch aims to make luxury Watches & jewellery approachable. With an endeavour of offering minimal, unique and trend-setting global styles the brand believes, accessories have the power to transform both your outfit and your outlook. Dainty statement jewellery are sold as a set with their main product – contemporary watches, as well as separately. Their Watch Bracelet Stacks are extremely popular amongst their young audience. The watch designs comprise of a mix of metallic, PU, nato and magnetic straps that compliment their sleek & minimal dial designs. The jewellery offerings are extremely versatile and consist of a wide range of styles across pearls, evil eye, layered necklaces, dainty rings, stacked bracelets and inspirational mantra bands.

Joker & Witch is a must-have brand for everyone who wishes to stay fashionably forward.





amanté

With the tagline 'Love Yourself' and bold campaigns that break stereotypes, international lingerie brand amanté has quickly become a favoured label since its launch in India in 2007. Making sure that comfort, precision and fit are at the core of its fundamentals, amanté is committed to providing thoughtfully crafted intimate wear that is a blend of function and fashion so women never have to pick between the two. Apart from everyday basics and occasional wear, amanté also offers exclusive Valentine's Day and Bridal capsule collections. The pieces are luxurious in nature, sensual and practical for everyday use. The brand's deep understanding of Indian body types is just one of the many reasons why it's on our radar.



It's a new brand with multi-purpose products that do it all – for the skin, hair and body. You'll find ingredients like bamboo leaves, macadamia nuts, murumuru

weDo/

WeDO/

butter, rooibos, cupuacu and argan oil. weDo's packaging reflects their commitment to sustainability with all their plastic packaging made from at least 50 per cent recycled material.



PIXI BEAUTY

The brand is designed by Petra Strand, who has over 20 years of experience as a make-up artist and product developer, so you can trust that everything that comes off it. First launched in its flagship boutique in the heart of Soho, London, Pixi now has a loyal worldwide following thanks to its incredible range of products like the Glow Tonic, Glow Mud Cleanser, Rose Caviar Essence and more, loved by beauty editors world over.



weDo/



MCAFFEINE

A whole line of skin, body and hair care products made with the benefits of coffee? Yes, you read that right. mCaffeine is India's first caffeinated personal care brand and as millennials, we love nothing more than a good brew in our products – it's our newest 'addiction to good'. Through constant research, the brand has made use of coffee's superfood status and harvested all of its benefits in their wide range of products for you to use. From their award-winning Coffee Body Scrub to the world's first Coffee Bathing Bars and the Scalp Scrub, coffee is the star in all of their innovative products.

Their products are definitely a delight to use with the coffee aroma, but what makes mCaffeine stand out more is that they are completely gender neutral, have pledged to never make a skin brightening product and in a bid to do their bit for the planet, the brand has also achieved zero plastic footprint. Adding to that, their products are FDA-approved, made safe and

dermatologically-tested, with no SLS, parabens, silicones and mineral oils. It's everything good we stand for, and we believe you do too. These caffeinated products are great for your skin and hair, and even better for your mood as it perks up your senses with every use, Just like your morning cuppa.



Giving a new lease of life to local craft techniques is Pune-based label, Jodi. The brand co-founded by Gauri Verma and Karuna Laungani amalgamates varied elements such as craft, culture, fashion, and travel. The label works with 100 per cent natural Indian textiles and combines this with its global approach to silhouettes. With vibrant colours and Indian techniques such as *kalamkari* and *ikat*, Jodi brings the essence of the modern heirloom to life.



RE'EQUIL

Founded in 2016, this homegrown brand is dedicated to solve common hair and skin concerns through scientifically-driven products. Re'equil products repair damaged skin and hair and offer honest and effective dermatologically-tested products with clinically-proven ingredients. No frills, no fancy, just effi ient, budgetfriendly skin solutions.

GRAZIA | MOST LOVED BRANDS

CETAPHIL

Cetaphil, a gentle yet effective brand, has been recommended and trusted by dermatologists for over 70 years. It all started in 1947 with the launch of the Cetaphil Cleansing Lotion, whose award-winning formula is so unique, it remains unchanged to date.

Dermatologists often prescribe and recommend the Cetaphil range of products as they are fragrance-free and hypoallergenic. The products are specifically formulated to provide effective skincare for all skin types, especially sensitive skin. Other than the star cleanser, Cetaphil is also well-known for its lightweight, non-comedogenic moisturisers, sunblocks and even baby care products. They've even launched a brand new line called the Bright Healthy Radiance Range, which comes with natural ingredients like white sea daffodil along with niacinamide, a form of Vitamin B3, to ensure even-toned, soft and radiant skin. With an extensive product portfolio, the company is committed to enhance the quality of people's lives by focusing on science-based solutions for skin health, proving that you don't have to break the bank for good, efficient, derm-quality skincare. No fuss, no frills, just hardworking skincare that have become staples in our beauty bags.



KIEHĽS

This nature inspired skin, hair and body care brand has scientifically proven formulas that are powerful yet safe and help improve overall skin quality for visibly healthier-looking skin. Kiehl's was founded in 1851, and is now celebrating 170 years of innovative apothecary preparations along with personalised skincare services that target every unique skin concern.





Spearheading the slow fashion movement, II.II clothing has an ethical vision to curate gender-neutral staples by collaborating with artisans from all across India. The label aims to give sustainability a stylish revamp with its varied capsule collections that feature the best of handmade techniques, relaxed silhouettes, and genderless designs. Renowned for its use of indigenous cotton and 100% natural dyes, the label's mission aims at breaking stereotypes with a prêt collection that redefines sustainability, gender-fluidity, and co-existence.





EARTH RHYTHM

What started in 2015 as a home business was formally launched three years later as a zero-waste, non-toxic, clean beauty brand – Earth Rhythm. Starting with cold pressed oil soaps and shampoo bars, the brand has grown to include cleansing balms, face masks, serums, hair care, lip care and lots more. Their first popular products were the shampoo bar, bath bombs, lotion and conditioner bars – these come as unique solid bars which have the safe efficacy as their regular counterparts, but come in a plastic-free format. The brand also maintains complete transparency with consumers about their research-backed, less-processed formulas. Earth Rhythm is certified by ECOCERT, and all of their ingredients are personally handpicked to retain their natural potency.







ISHARYA

Isharya aims to make luxury attainable and expressive with its collection of legacy ornaments for every modern woman. Launched in 2004, the brand merges the latest trends with traditional heritage techniques through a vast range of hues, silhouettes, styles, and materials. Be it a pair of chandelier earrings or jewel-encrusted cuffs, the label specialises in stellar pieces meant for a diverse audience. Even our favourite celebrities and A-listers cannot get enough of Isharya's timeless, Instagram-worthy creations.

GRAZIA