





HOW TO BUILD THE ULTIWATE SCALP CARE ROUTINE

HAIR





STAR STALK

COOL, RUN AND EDGY LOOKS, COURTESY 8-TOWN DIVAS

MAKEUP



BEST LIGHTWINGHT SKINGARE PRODUCTS FOR CIRLS WITH OILT SKIN

SKIN



HERE'S WHY FACE MASKING IS THE ULTIMATE WEEKEND ACTIVITY

SKIN



WATCH TUTORIALS



SHARSTYLES USING A HEADBAND



WINTER SEINCARE TIPS



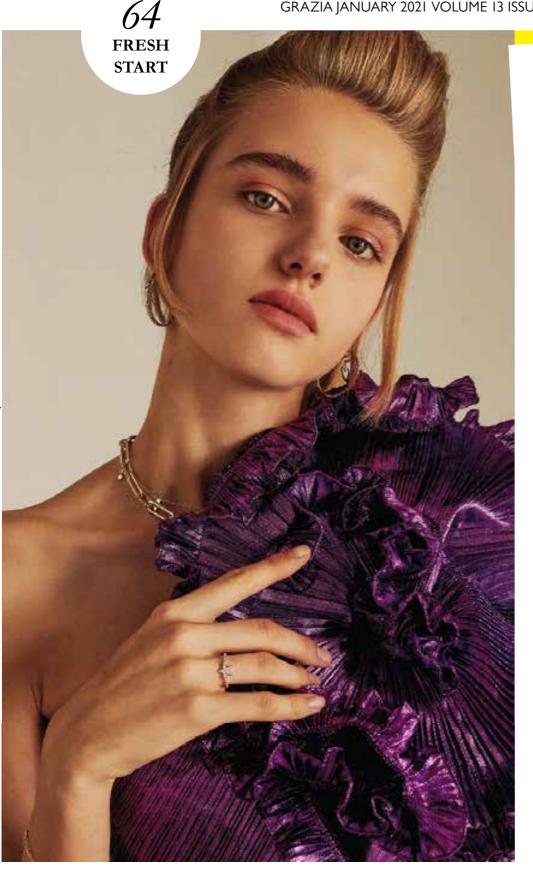






Europe's No 1 Style Magazine

GRAZIA JANUARY 2021 VOLUME 13 ISSUE 10



NEWS

22 10 HOT STORIES

This month, we spotlight Pantone's Color(s) of the Year, present a capsule wardrobe worthy of your next quick getaway, and meet The White Tiger actor film critics are impressed with.

FEATURES

ON SONG

Shruti Haasan offers a look at her fascinating relationship with music, movies, and family.

46 THE GAME CHANGERS

Meet the new wave of conscious influencers set to change the fashion landscape.

52 AT THE GRASSROOTS

What do farmers have to do with fashion? We find out.

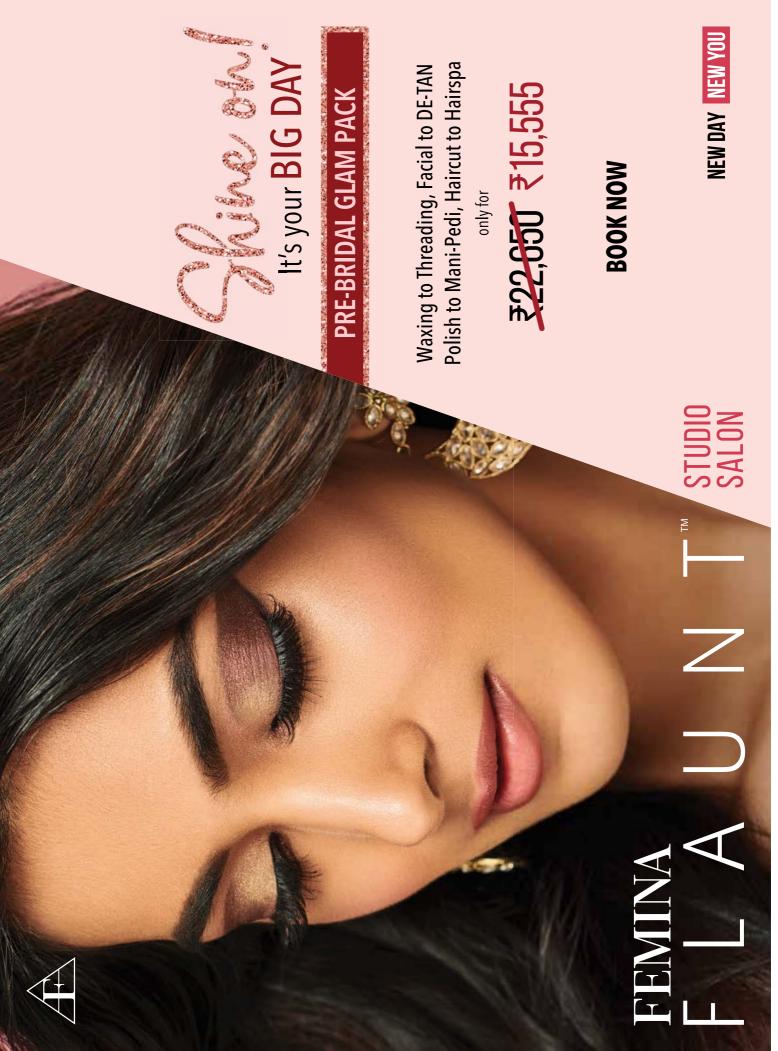
POWER IN THE PACK

We train our focus on the women supporting other women.



SHRUTI HAASAN is wearing a hand-painted tulle bodysuit, Nikhil Kolhe, price on request and modern maharani hoops, Isharya.

> PHOTOGRAPH Aneev Rao JUNIOR FASHION EDITOR Surbhi Shukla HAIR AND MAKE-UP Devika Jodhani



 ♦ Linking Road, Khar: +91 7998360000, +91 7304963990
 ♦ Prabhat Road, Pune: +91 9325981870, 020 67492739

 ♦ Chandivali, Powai: +91 8452030136

⊕ www.feminaflaunt.com | Follow us on Follow us

GRAZIA | CONTENTS



FASHION

- **14** FASHION CHARTS
- **63 FASHION OPENER**
- 64 FRESH START

Explore the season's new jewels, inspired by exotic florals and sequins.

76 SEEING RED

We show you how to work this daring hue into your wardrobe.

- 88 THE RESORT REPORT
- 94 ON THE STYLE RADAR
- 96 JUST ONE THING
- 97 EASY CHIC
- 98 THE WAY WE WEAR
- 99 CHICONOMICS
- **100** LOVE LOVE LOVE

BEAUTY & HEALTH

- 18 BEAUTY CHARTS
- **101 BEAUTY OPENER**
- 102 THE BIG BEAUTY BUZZ

Grazia's global network of editors on beauty in 2021.



Should you be using facial tools? Here's our verdict.

110 TIME OUT

Everything you need to know about skin fasting – the latest beauty trend on social media.

- **112** BEAUTY REPORTER
- 114 SAVE/SPLURGE
- 115 LOVE LOVE LOVE

LIVING & LEISURE

116 COME ALIVE

How creatives are preserving local aesthetics in modern architecture.

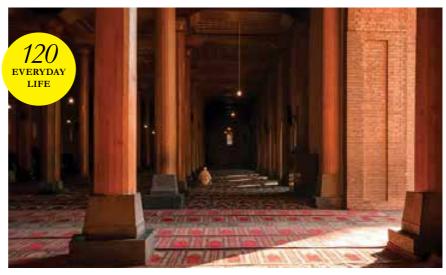
120 EVERYDAY LIFE

Kashmir comes alive in a special photo essay.

- **124** OFF THE BEATEN TRACK
 Three destinations in Punjab that offer unusual experiences.
- 126 BIG BYTE
- **127** SHOPPING GUIDE
- 128 MONTH IN MONTH OUT
 Our top picks of things that got us talking this month.
- **130 GET IT BEFORE IT GOES**









NEED BEAUTY ADVICE?

LOG ON TO

BE

BEAUTIFUL

your everyday beauty expert

www habaqutiful in



From the EDITOR'S DESK



For last year's words belong to last year's language And next year's words await another voice

- TS Elliot

It's time for uncertainty to make way for optimism, and we can only hope 2021 does that for us. I also do hope that all the life lessons we learnt last year, stick with us – for me, it's

resilience to deal with uncertainty and challenging situations, immense gratitude for what I have, and a realisation of what I do not need.

I thought I'd let the team share their life lessons from 2020.

"Learning to be kinder to myself instead of waiting for validation from the outside," Pasham Alwani

"Self-preservation is a lesson I'm piggy-backing on into 2021. It is one of the most important gifts we can give ourselves. By knowing our limits, honouring our needs and desires, and taking the time to heal and repair, we can give ourselves the push we need to be our most authentic selves," Barry Rodgers

"Learning to snap out of the deep conditioning of toxic productivity, allowing myself moments of selfreflection, and being grateful for the small joys in life," Tanya Mehta

"Self-preservation and assertion of boundaries, whatever that may look like, without shaming myself or sending myself on guilt trips is something I've taught myself. I've also been reminded that there's little else of more consequence than the health and well-being of my loved ones," Surbhi Shukla

"Self-reliance and the importance of slowing down from time to time," Hena Desai

"This year has taught me to be grateful for, what I've realised are, the important things in life. One, the love and support of close family and friends and, secondly, but most importantly, your health and how important it is to look after yourself. Also, not to take things for granted and to take a minute to just breathe and appreciate all that you have around you," Keegan Crasto

"To live in the present and not worry about what the future holds. Some things in life are beyond our control, and the sooner we accept it, the better," Meghana Ganesan

Until next month,













FOLLOW ME ON INSTAGRAM @mehernaazdhondy

To read more, head over to our website grazia.co.in



Have you logged onto grazia.co.in yet?

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



your everyday beauty expert

FOR MAKEUP TIPS, SKIN ADVICE AND MORE

www.bebeautiful.in

GRAZIA

ITALY • INDIA • UK • MIDDLE EAST • RUSSIA • SERBIA • CROATIA • HOLLAND • BULGARIA • CHINA • FRANCE • THAILAND • INDONESIA
• MEXICO • BOSNIA-HERZEGOVINA • GERMANY • ALBANIA • SOUTH AFRICA • SLOVENIA • POLAND • KOREA • ARABIA • TURKEY • MOROCCO • SPAIN

CHIEF EXECUTIVE OFFICER Deepak Lamba

CHIEF COMMUNITY OFFICER & EDITOR Mehernaaz Dhondy

FASHION DIRECTOR Pasham Alwani

JUNIOR FASHION EDITOR Surbhi Shukla

> FEATURES EDITOR Barry Rodgers

JUNIOR FASHION & FEATURES EDITOR Tanya Mehta

SENIOR BEAUTY WRITER

Hena Desai

DIGITAL WRITER Meghana Ganeshan

DEPUTY ART DIRECTOR T Krishna Prabakar

ASSISTANT CREATIVE EDITOR

Keegan Crasto

SENIOR EDITORIAL CO-ORDINATOR Louisa Menezes

AVP MARKETING AND DIGITAL REVENUE Priyadarshi Banerjee

> CHIEF MARKETING MANAGER Manvi Sehgal

SENIOR MANAGER - MARKETING Sabina Miranda

CHIEF FINANCIAL OFFICER

S. Subramaniam

HEAD HUMAN RESOURCES

Meghna Puthawala

VICE PRESIDENT CONTENT STUDIO Vidyut Patra

HEAD EXPERIENTIAL MARKETING Aakash Mishra

PUBLISHER

Joji Varghese

BUSINESS DIRECTOR

Sunil Wuthoo, sunil.wuthoo@wwm.co.in

BRAND SOLUTIONS

WEST

GENERAL MANAGER

Annesha Sanval, annesha.sanval@wwm.co.in

AHMEDABAD

Kamal Rajput, kamal.rajput@wwm.co.in

NORTH

VICE PRESIDENT & SALES HEAD -LONG FORM CONTENT

Anjali Rathor, anjali.rathor@wwm.co.in

NOIDA / DELHI

SOUTH
VICE PRESIDENT - SOUTH & BUSINESS
HEAD - FEMINA TAMIL

Pravin Menon, pravin.menon@wwm.co.in

EAST

ASSISTANT VICE PRESIDENT

Alka Kakar, alka.kakar@wwm.co.in

KOLKATA

Bijoy Choudhury, bijoy.choudhury@wwm.co.in

WORLD WIDE MEDIA SUBSCRIPTIONS MANAGER MARKETING

Asha Kulkarni, asha.kulkarni@wwm.co.in

SUBSCRIPTIONS MANAGER

Sakshi Kate, Sakshi.kate@wwm.co.in



TO SUBSCRIBE

Online: mags.timesgroup.com Mail: subscriptions.wwm@wwm.co.in

CAREER OPPORTUNITIES

careers@wwm.co.in





Grazia Indian Edition takes no responsibility for unsolicited photographs or material ALL PHOTOGRAPHS, UNLESS OTHERWISE INDICATED, ARE USED FOR ILLUSTRATIVE PURPOSE ONLY

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

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

Editor: Mehernaaz Dhondy. Grazia magazine and Grazia logo are the property of Mondadori International Business S.r.l. Worldwide Media Private Limited is the exclusive authorised user under License Agreement in India. ©2012 Mondadori International Business S.r.l. All rights reserved. Registration number: MAHENG/2008/25042 Published from Worldwide Media Pvt Ltd. with the permission of Mondadori International Business S.r.l. Reproduction in any manner in any language in whole or in part without prior written permission is prohibited.

The Corporate Identification Number (CIN) of WWM is: U22120MH2003PTC142239 Grazia is a tradermark registered and owned by Mondadori Media S.p.a

MONDADORI MEDIA S.p.a.

Chief Executive Officer Carlo Mandelli; Managing Director International Business Daniela Sola; International Marketing Manager Fashion & Design Francesca Brambilla; International Advertising Manager
Daniella Angheben; Photos & Rights Manager Melania Landini

GRAZIA INTERNATIONAL NETWORK

Vice President & Artistic Director Carla Vanni Art Director Giacomo Pasqualini

For further details, please write to graziainternational@mondadori.com

© {2020} Mondadori Media S.p.a. All rights reserved. Published by "WORLD WIDE MEDIA PVT LTD" with the permission of Arnoldo Mondadori Editore S.p.a. and Mondadori Media S.p.a

Reproduction in any manner in any language in whole or in part without prior written permission is prohibited



Looking for Safe bets?

Franchise Opportunity with The Times of India Group

- Partnership with Global Brands Comprehensive Training Program
- Collaboration with well-known Experts Best-in-Class Consumer Experience
- Backed by The Times of India Group Comprehensive Marketing Support

FEMINA F L A U

SALON

NEW DAY NEW YOU

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

GRAZIA | CONTRIBUTORS

DEVIKA JODHANI,

Hair & make-up artist, On Song, pg 38

Could you list a few beauty trends to watch out for in 2021?

There will be a lot of emphasis on the eyes this season – frosted eyes in paintbox colours and eye embellishments in the form of crystals and foils will continue to be a hit. Along with this, luminous and hydrated skin will always be on trend.

Where do you get most of your creative inspiration?

I immerse myself in all art forms. On a recent trip to Bhopal, I visited the Tribal Museum – a breathtaking space with inspiring art. One of the painting styles, Gond, was so inspiring – the colours and textures were spectacular. I hope to incorporate this art form into my next beauty looks.





DR AARTI KAPUR SINGH.

Film scholar & media consultant, Off the Beaten Track, pg 124

What's your earliest travel memory?

I have a montage of memories minted in my mind. From being bundled as a toddler into a car at the crack of dawn for a road trip to Agra, or Vaishno Devi — to stopping at *dhabas* to have milk boiled and poured into my sipper cup.

Tips you would give a woman who's setting off on a solo trip?

Precaution, alertness, and research will always hold you in good stead. Don't get too friendly with strangers and don't leave your drinks unattended, anywhere. This is not a pessimistic approach, but one that will allow you to embrace and appreciate solo travel.

CHANDREYI B,

PR consultant & co-founder, The Moonchasers

Come Alive, pg 116

What drew you to travel, architecture and photography?

My partner, Joydeep, introduced me to architecture and photography, and we have been travelling together to find the best of it through our words and lenses.

What's been the most challenging part of your job?

To be able to perceive travel as a passion, coupled with a full-time job. I feel, finding the balance to having your heart in what you do is very important for every individual, and travelling allows me to do that.



ANEEV RAO,

Photographer, On Song, pg 38

Has your perspective towards photography changed since the lockdown? If yes, how?

If anything, it (the lockdown) has made me more patient as a person, and that's always a good quality to have, as a photographer.

What's a new skill you've picked up in the past year?

Playing and practising the guitar.



SARANG GUPTA,

Photographer, Everyday Life, pg 120

Tell us about one of your most memorable travel experiences.

My first ride to Ladakh was an experience like no other. Be it the landscape, the weather, or the terrain, everything in Ladakh is very intrinsic to the Union Territory. On my way to Leh from Srinagar, as the lush green mountains transformed into bare rocky mountains, I'd stop my bike every 2 kms to take more pictures so that I wouldn't miss anything.

What do you wish to achieve in 2021?

Peace, to be honest. The last year taught us that being ambitious is okay, but being at rest is bliss. So, instead of hustling, I will try to spend some more time doing nothing, planning nothing, and just being.



smart clothing.. everyday living....

3URETURE

09:00 am - 09:00 pm modern corporate styling



styled for the leading lady in you....



BY AN INCH

ZEROWASTE MINIMAL . HANDMADE







GRAZIA | FASHION

EASHION CHARLS Your best buys in stores right now

2

BUTTON-DOWN
DRESS, FRINGE
SKIRT, TOTE BAG,
CHUNKY BOOTS, ALL
BOTTEGA VENETA,
PRICE ON REQUEST

Mix your citrus-hued cardigan/ dress hybrid with an OTT swishy skirt to strike the right balance between casual and cool. New year, new rules, right?



1

PRINTED DRESS, HEMANT & NANDITA, ₹27,060

We've narrowed down on our dream holiday dress for 2021. Pair it with a tailored blazer for Zoom meetings now, and with gold hoops and flats while sipping on pina coladas when you take that much needed beach vacay.

3

SHOPPER BAG, FENDI, PRICE ON REQUEST

Inspired by the brand's iconic bright-yellow packaging, Fendi's latest drop makes you feel like you're on a shopping spree all year round.





RUCHED BLOUSE, ZARA, ₹2,790

If you're looking to dial up your lockdown look – add an all-over ruched blouse to your wardrobe. Universally flattering and easy to pair – this lavender piece has our vote.



CHAIN LINK NECKLACE, ACCESSORIZE, ₹ 1,299

From elevating your basic at-home sweats to completing a look with your fave summer dress, there's nothing a classic chain link necklace can't do. We're wearing ours layered with other gold trinkets, what about you?









FOLLOW US ON: @@labelishnya | 🚮 labelishnya | 🧐 +91 9167 4484 79

GRAZIA FASHION

6

DOUBLE-BREASTED BLAZER, BALMAIN AT WWW.DARVEYS.COM, ₹ 1,35,950

After spending months in neutrals (read: Black and grey) – this sea-foam, double-breasted blazer is a refreshing change. Wear with a crisp shirt for work and a slinky cami for play.



7

'PEBBLE PODS', MISHO, ₹ 8,990

These sculptural earrings not only look great but act as little supports that hold your wireless earphones in place and catch them if they slip out. This versatile pair looks great with or without the earphones in them.



10

QUILTED HEELS, LOUIS VUITTON, PRICE ON REQUEST

Channel your inner Elle Woods with these bubblegum pink slip-on heels. As with all things 90s making a comeback, these work best with a mini dress, shoulder bag, and a cando attitude.



8

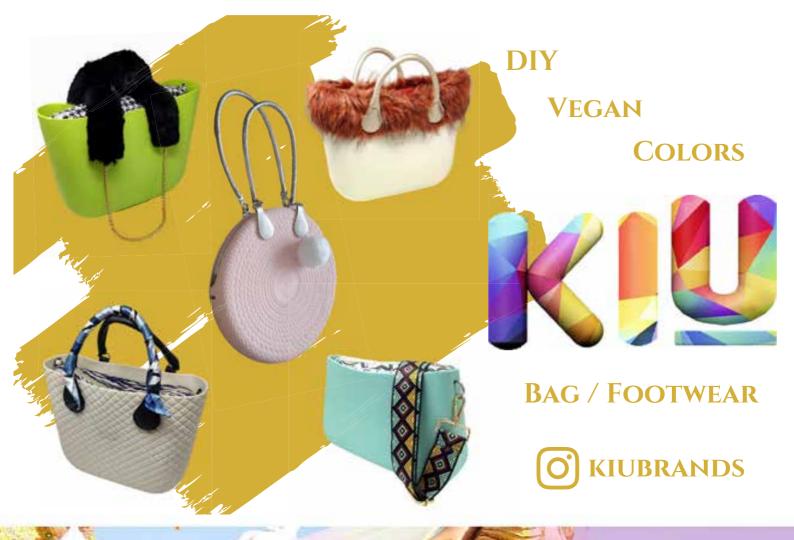
CROPPED JEANS, RALPH LAUREN, ₹16,290

There's an ongoing debate as to whether 2021 will be the year we return to jeans. Prep yourself for this shift by ditching your elasticated waistbands and snapping up a pair of conversation-starting jeans. Pair with a plain white Tee for max impact.



KNIT CROP TOP, MANGO, ₹ 2,390

Ever since Katie Holmes made knitted co-ords go viral thanks to her bra-digan set, we've been on the lookout for all things cosy and knit. Whether worn as is, or layered with a lightweight cardigan – this is a wardrobe classic for the lockdown and beyond.





GRAZIA | BEAUTY

BEAUTY CHARTS

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



KIRO LONGWEAR BRIGHTENING EYESHADOW STICK, ₹ 1,050

Minimalists will love these swipe-on shadow sticks – they glide onto your lids, are easily blendable, and settle into a rich, water-resistant finish. The vegan formula also contains vitamin C and mango seed oil that brighten, firm, and hydrate delicate skin around the eyes.



ESPA OPTIMAL SKIN PROSERUM, ₹ 7,130

CHAMBOR MATTE
RIOT VELVET MATTE
LIPSTICKS, ₹ 395

Unlike most drying formulas, these
comfortable matte lippies leave your
lips lightly moisturised because of
the vitamin A, E and jojoba oil they
contain. Another plus? They're free of
mineral oils, animal ingredients, and

parabens.

Probiotic skincare was buzzing through 2020 and if you want to get in on it, start with this hardworking product. A couple of pumps of this microalgae and plant extract-charged serum is all it takes to tackle everything from anti-ageing and dullness to environmental damage and even hydration.



KILO TOROMEYS BRICHLERING NUMBER SEED OF



WISHFUL YO-GLOW ENZYME SCRUB, ₹ 3,400

It's been tried, tested and made by the biggest beauty critic in the world – Huda Khattan. This mild yet effective exfoliator targets dullness and pigmentation, and sloughs away dead skin cells to reveal a brighter, smoother complexion minus any irritation.



PERENNE OIL CONTROL FACE WASH , ₹ 700

Other than pimple-fighting superheroes like tea tree oil and willow bark extract, this cleanser stands out because it also comes with glycolic acid that gently exfoliates the skin, removes the layer of dead skin cells, and leaves your face looking more radiant with each wash.



HOLISTIC HEALING

The Ayurvedic Pharmacy provides holistic solutions to modern day problems. Founder Naina Bajaria tells us about the brand

hen Naina
Bajaria was
working as a
pharmacist
she noticed that many times
money and resources were wasted
in the primary care setting for

healthcare without yielding actual "health" to the patients. Recognising the need of the hour, The Ayurvedic Pharmacy was conceptualised.

"The idea to start an Ayurvedic pharmacy – something that blends modern ways of living with ancient wisdom – came to my mind in 2019," Bajaria recalls, "And perhaps the need for it was also becoming stronger in the world. Covid-19 was on the increase and people all over the globe began to take health and well-being more seriously."





ONE-STOP SERVICE

Currently, The Ayurvedic Pharmacy offers oneon-one nutrition and lifestyle consultations with a practitioner. It also offers a small range of handmade products that help customers integrate the principles of Ayurveda more easily into their day-to-day life - including medicinal blends and daily routine support. Custom hamper boxes are created for customers that wish to start the journey with Ayurveda; each box comes with advice on how and when to use the herbs and oils. The Avurvedic Pharmacy offers an online sharing circle each week where people can share their ups and downs on their path to health and well-being in a safe and nonjudgmental space. Online classes are offered each week in traditional hatha yoga, yoga philosophy and pranayama taught by experienced yoga scholars from Rishikesh. There are also occasional events held such as sound bath healing and story reading that create a light and relaxed feeling amongst the community.

AYURVEDA AGAINST CORONAVIRUS

Most of the rituals and practices in Ayurveda have to be implemented over a period of time for them to be effective, Bajaria points out, "So suddenly taking an herbal medicine for immunity is not likely to work straight away. The most effective immunity would be to follow the Ayurvedic *dinacharya* (daily routine) coupled with a clean and light vegetarian diet and quality sleep. Above all, a healthy and clean mind is the single most powerful tool against coronavirus."

Another interesting note is that Ayurvedic medicine is most effective when the digestion is balanced and the *ama* (toxins) in the body are low. "If these two aspects are not considered, the medicine is likely to be wasted as it passes through the system unabsorbed. It is this kind of knowledge that I feel needs to be shared with regards to the use of Ayurvedic herbal medicines," shares the knowledgeable lady, who freelanced as Naina Ayurveda creating YouTube videos, writing articles and taking clients before starting The Ayurvedic Pharmacy.

Currently based in Europe, Bajaria plans to continue expanding the range of products, community and clients for now. "But my future goal is to find some kind of investment that can bring The Ayurvedic Pharmacy to India and transform it into more of a community initiative," says Naina Bajaria.



For more information: www.instagram.com/theayurvedicpharmacy | www.nainaayurveda.com | info@nainaayurveda.com

WHAT DOES YOUR SPIRIT SIP ON?

Life of the party or the silent observer? Painting the town red on a Saturday or
Netflix and chilling in downtime? Red-lips bold or mascara smokin'?
The choices you make says a whole lot about who you are.... or the drink you are, to
be precise. Are you a Goose & Juice, an Espresso Martini, a Le Grand Fizz or a
Bloody Mary!? Take this quiz and find out...



1. WHAT DOES YOUR DOWN-TIME LOOK LIKE?

- A. Night in on the couch (+ some online shopping)
- B. Flipping through my Cosmo with a coffee in hand
- C. Heading out to my favourite bar with the girls
- D. Brunching with friends and family
- E. Indulging in the latest Netflix series

2. AT A FRIEND'S WEDDING, YOU'RE THE ONE WHO'S...

- A. Watching everything from afar
- B. The last one to leave
- C. Chatting up the cute guy
- D. Hanging at the bar, with one eye on the guys, scouting for potentials
- E. Got the loudest voice in the most animated discussion





3. SATURDAY NIGHT, WHAT ARE YOU WEARING?

- A. Athleisure
- B. My LBD
- C. My new sequinned jacket
- D. Doesn't matter, coz I have Sunday brunch
- E. Bootcut jeans and an itsy bitsy top/white crop top

4. WHAT MUSIC ARE YOU LIKELY TO PLUG & PLAY WHILE SIPPING A FEW?

- A. House/Lounge music
- B. Jazz
- C. Top 40 Charts
- D. Anything acoustic
- E. I'm bringing out the karaoke machine!





5. WHAT'S THE ONE THING YOUR BAE *MUST* BE..

- A. TDH (Tall, Dark & Handsome)
- B. A great conversationalist
- C. Confident and bold
- D. Easygoing but spontaneous
- E. Funny



6. YOUR GO TO MAKEUP LOOK HAS GOT TO BE...

- A. A red lip
- B. Mascara (and more mascara)
- C. Lots and lots of highlighter
- D. Dewy, glowing skin
- E. A great cat-eye and nude lips



7. IF YOU COULD ESCAPE ANYWHERE FOR A VACAY, WHERE WOULD IT BE?

- A. New York
- B. Paris, always
- C. Vegas, baby!
- D. Santorini
- E. The French Riviera

ANSWERS:

Mostly A - You are a Goose & Juice, cool, casual and fun! While you're a no fuss person who loves minimalism, you can also ace both a traditional and a contemporary look with equal aplomb (when required). Your preferred party position is "Above it"!

Mostly B - You're an Espresso Martini. You're classic, but cooler. You're a pro at going from a day-to-night look, and post-work drinks are your thing. Albeit a little mysterious, you dig good conversation and great music. You love the jolt of java, whether in your coffee or your martini, and just like the cocktail, you're as worldly as it gets! You manage to act fancy without putting on airs. You were voted 'most likely to succeed' in high school. Your preferred party position: arriving late, leaving late.

Mostly C - You're a Cosmopolitan. Outgoing and playful, you're the definition of a party. You crave a good girlie sesh every now and then, and you're stringing everyone along to the dance floor. Your preferred party position is being followed/chauffeured around by a bunch of people in expensive sweatsuits and party shoes. You're literally the woo! girl.

Mostly D - You're a Bloody Mary. Sunday brunches are your thing and a Bloody Mary, your lifesaver. You like your conversations just how you like your drinks: a little spicy, juicy, and as hearty as the brunch you're at. You're great at killing two birds with one stone by drinking your veggie and vodka all at once. You're one of those rare people who look good in linen dresses and straw hats, and your preferred party position is walking through the dance floor.

Mostly E - You're a Le Grand Fizz. You're bold, elegant, and so much fun! You love a great summer party and are effortlessly extraordinary in your own way. You would say that you're more head than heart. Your preferred party position at the bar is regaling others. You're the type of a person who uses the word 'regaling'.

10 HOT STORIES EVERYONE'S BEEN TALKING ABOUT

THE NEW COMMANDMENTS OF FASHION

As we enter a new year, don't fall back on your old habits. Rethink, reuse, and reinvent should be one of the many rules to live by in 2021

RE-WEARING IS COOL

While we spent most of last year wearing the same sweatpants on loop, we might want to actually dress up in the New Year. But remember – being a serial outfit repeater should be your badge of honour in 2021. Addled by the pressures of social media and the need to constantly project a sense of 'newness' in fashion, many of us are deceived into believing that quantity is equivalent to style. However, it's quite the contrary. Look to the red carpet for instance, what was previously a platform that marked the debut for many trend-setting designer looks which retired to sample room after soaking in the flashbulbs has now become a hotbed for re-wearing couture in recent years. This year, The British Academy Film Awards introduced a sustainable dress code for its attendees, urging them to wear something they already own. But before this recent clarion call, celebrities such as Cate Blanchett, Kate Middleton, the Duchess of Cambridge, and even our own Bollywood coterie, including Deepika Padukone and Kareena Kapoor Khan, have been torchbearers for the movement.



Patch Over Patch

The lockdown witnessed many of us engaging in various activities as a form of therapy to beat the isolation. This included tie-dying our T-shirts, bedazzling an old denim jacket, and some, inspired by Harry Styles's popular IW Anderson cardigan, took it up a notch and began knitting their own versions. But, if DIY isn't your thing you should definitely buy from a mindful brand. Several emerging labels are creating beautiful garments via upcycling - there's Patch Over Patch, that sources textile leftovers from mills and markets, Lota - an eclectic shirt brand that creates one-of-a-kind pieces from 100 per cent waste fabric, and then there's Mumbai-based Doh Tak Keh, which transforms conventionally cheap materials and scraps into offbeat streetwear, imbibing elements such as discarded glass beads and raffia threads with techniques such as hand appliqué and block printing.



Cate Blanchett repeated a gown

Film Festival, 2020. Tiffany

by Esteban Cortázar at The Venice

Haddish has worn this Alexander

McQueen gown publically over

BUY VERSATILE AND TRANSITIONAL SEPARATES

There hasn't been a better time to edit our wardrobes down to those fail-safe pieces that are timeless and transition seamlessly through the seasons. The past year saw many designers create capsule collections that captured the brand's design DNA, available to the consumer at accessible price points. While a well-tailored blazer and little black dress will always be deemed essentials, we're now veering more towards comfort when it comes to everyday-wear. Case in point: eka CORE, a collection launched by designer Rina Singh last year, that comprises tunics, dresses and

button-down shirts — pieces crafted in airy linens and cottons, ensuring multiple wears, "There should always be endless possibilities when it comes to core garments, and how you can integrate them with your personal style. With regard to textiles, I like to stick to time-tested, hand-woven fabrics that we have developed with our weavers to sustain longevity, a lived-in quality, and just sheer ease," explains Singh.



SHOP THRIFT & VINTAGE

What could be more wonderful than owning a piece of clothing that nobody else does? Probably knowing the fact that it has a cool backstory or belongs to an iconic brand. The arrival of platforms such as No Borders, Bodements, The Local Vintage and a miscellany of accounts on Instagram selling hand-picked, curated vintage finds further highlights consumers' shifting needs towards building their closet with clothes that have character. "When we started off, the aim was to introduce the importance of investing in vintage to the Indian audience. Fast forward a few years later and there has been a barrage of online stores that are doing the same; there is definitely an increased demand for pre-loved clothing. The consumer has become more discerning, they want to know where their clothes come from, the harmful effects of the fashion industry on the environment and are more eager to purchase pieces that could potentially be passed on to future generations," says Kanika Karvinkop, founder of No Borders.





How often do we buy an item without any knowledge of its origin? We're obscured from the intricate labour and the skilled hands it travels through until it hangs pretty in our closet. Now, several labels and designers are shining the spotlight on the tailors and craftsmen behind the garment thus generating awareness and creating a dialogue amongst young consumers. "The process of making our clothes is something we always wanted to highlight to proudly showcase the talented artisans we work with. We have always been transparent about our business and from a consumer's perspective, they feel more invested in a product once they see who is making it and how it is made. We show our customers the process - the work, time, and effort it takes to make a handcrafted product. And, in turn, the customer feels a sense of kinship with us. We want more people to see the beauty of our crafts while also trying to build larger opportunities for our craftsmen," explains Karuna Laungani, co-founder of clothing brand, Jodi.





INVEST IN HIGH-QUALITY BASICS

If there was a singular item of clothing that defined the past year, it would probably be the T-shirt. Finding a good quality Tee that's easy on the pocket (and on the environment) was previously quite a challenge, but thanks to a cortège of homegrown labels, there's now an array to choose from. Indie-cool brand Bhaane has been creating a slew of T-shirts in sturdy, natural fabrics. The pieces are gender-fluid and feature subdued graphics, "All our clothes are made in state-of-the-art factories with materials sourced via reliable vendors, keeping our social and environmental sustainability impact in check. As we start a new decade with newer mindsets and priorities, comfort, make, and durability will take precedence in consumer choices," explains the brand's creative director, Nimish Shah. Following similiar ideologies is B Label by BOHECO, which creates clothing from hemp – a carbon-negative and anti-bacterial fabric; No nasties – a fair-trade vegan fashion brand as well as Something Sustainable, which works with 100 per cent-certified organic fabrics.

SUPPORT SMALL **BUSINESSES**

The ongoing pandemic has had an adverse effect on the fashion industry, especially fledgling labels. Due to decreased business, several designers have had to shut shop and downsize their teams, which has led to vast unemployment amongst craftsman. In times like these, it is imperative to shop locally, especially from social enterprises that create with a cause. Okhai, a lifestyle brand, employs woman from underprivileged backgrounds and teaches them unique skillsets to support themselves. Swara, a womenswear label, provides employment to female tailors in rural Raiasthan, and finally, there's Oshadi by Nishant Chopra (also our GYFA 2019 winner), who runs a unique seedto-stitch supply chain initiative, based around a regenerative cotton farm in the village of Erode.



CARE FOR THE CRAFT

When it comes to investing in indigenous Indian crafts, many young consumers are deterred from buying into a typical, traditional look. However, supporting local techniques through contemporary offerings is now an option thanks to the emergence of fashion houses that are drawing from their roots to create a new-age product. Ekaya is one such name. The New Delhi-based brand reinterprets the age-old Benarasi weave by creating bridal-wear, festive-wear, customisable textiles as well as a ready-to-wear line. "The idea is to seep into every person's lifestyle. A sari may not be to everyone's liking, so by creating bomber jackets, pant-suits, and skirts with the Benarasi weave, we ensure the wearer is carrying craftsmanship on their back, at all time, without looking overtly cultural. This makes it open to a global audience," shares Palak Shah, the brand's CEO.





EASY DOES IT

Fashion meets functionality with the mini bag 2.0

he New Year, coupled with living during a global pandemic for over nine months, will make us more mindful of restraint, minimalism, and utility. We're ridding ourselves of several bad habits - including carrying heavy, shoulder-hurting XXL sized totes brimming with everything under the sun. Instead, we're shifting our focus to the bare minimum hands-free contraptions designed for specific use, essentials if you may - namely, water bottles and wireless headphones. For Spring/Summer 2021, designers displayed fashion-forward water bottle holders and AirPod cases as bag attachments, their own individual bags, built into belts or even fastened onto holders on chains to be worn as necklaces, as seen at Chanel and Fendi.









Bottle holder,

Jacquemus at www.farfetch.com, ₹ 34,080 approx

Bottle holder, **H&M**, ₹ 790

Photographs IMAXTREE







Start the New Year on an optimistic note by investing in sustainable separates and handcrafted jewellery



WHO: New Delhi-based designer Aiman Sabri studied knitwear design at the National Institute of Fashion

Technology, after which she obtained a master's degree in fashion and environment studies from the London College of Fashion. She had been running her own garment manufacturing unit for almost a decade when her growing interest in eco-fashion compelled her to start a label that encouraged people to shop with a conscience. She, thus, launched Pozruh – a sustainable fashion brand that creates handmade, environmentally conscious, and ethical products. Sabri was also selected as a finalist for the Circular Design Challenge award at the 2019 edition of Lakmé Fashion Week.

WHY: Pozruh uses a variety of fabrics that ensures a reduced carbon footprint. There's hemp, which is naturally pest-resistance, durable and long lasting. It is anti-bacterial and grown using very little water. There's also handloom cotton and twill denim fabric that are made without the use of electricity. The threads are hand-spun, and the fabric is hand woven. The designer combines these with beautiful botanical prints and hand embroidery to create floaty day-dresses and relaxed separates.

WHERE: www.nete.com, www.nykaa.com, www.azafashions.com PRICE RANGE: ₹ 5,500-20,000

WEAR: Emblematic of a crisp Spring morning, these airy, printed pieces look best when paired with delicate jewellery and accessories. Think: Chain-link necklaces, strappy sandals, and a big straw hat.

IF YOU LOVE: Artisanal jewellery.
THEN YOU WILL LOVE: Iguana by Swasti
Parekh.

WHO: After studying fashion design at The National Institute of Fashion Technology in Gandhinagar, Parekh honed her skills under veteran designer Namrata Joshipura, which propelled her to start her own womenswear label in 2010.

WHY: Inspired by nature and seasonal foliage, the brand deftly utilises traditional techniques such as *mukaish* and *zardozi* embroidery and combines them with hand-painted clay, thereby turning the pieces into intricate, modern art forms. The statement necklaces and earrings are created mirroring the silhouettes and shapes of ferns, pansies, prayer plants, irises, and other flora.

WHERE: www.ogaan.com, www.ensemble.com, www.zooki.in

WEAR: These beautifully embroidered pieces are just what you need to elevate any monochromatic outfit. Wear yours with a jewel-toned slip dress, or add a dose of glamorous femininity to a utilitarian jumpsuit with a pair of

PRICE RANGE: ₹ 2,100-15,000





JANUARY 2021 GRAZIA



THE KNI

Longline sweater, Stella McCartney at www.net-a-porter.com,

₹ 81,240 approx

We're set to be a communknitty with fresh WFH outfits in 2021

OPTIMISTIC KNIT

Bright hues on sunny knits are just what we need for a moodboosting outfit in what can only lightly be described as a dreary winter. It is time to move the grays and navy blues out of rotation and opt for Resort's lighthearted pieces that prioritise comfort. We are seeing a big upgrade from the tiedye-and-sweats trend that dominated most of last year.

> Knitted skirt, The Elder Statesman at www.farfetch.com, ₹ 1,61,550

'Dana' off-shoulder dress, Forever New, ₹ 7,000

Woven cardigan, See by Chloé at www.mytheresa.com,
₹ 32,890 approx

A MODERN WEAVE

Nobody ever thought knitting could be sensual, but here we are as loungewear slowly seeps into all areas of our lives, including date night. From modern body-cons at Bottega Veneta to Khaite's knitted bras that are so comfortable, you'll never want to go back to wearing your regular clothes.

Knitted crop top, Jil Sander at www.outnet.com, ₹ 7,904

> Knitted bra, Khaite at www.lyst.com, ₹ 44,790 approx

Knit spaghetti strap dress, Bottega Veneta, price on request

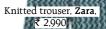


Jacquard sweater, Charles Jeffrey Loverboy at www.ssense.com, ₹ 37,670 approx



Knitted shirt, **Zara**, ₹ 2,790

Panelled skirt set, **Elisabetta Franchi at** *www.farfetch.com* , ₹ 42,880 approx



KNIT APPROPRIATE

Who would have known co-ordinated knit separates from the runways would become the polished update for our cozy outfits this past year? The lightweight knit separates at Escada, Ph5, and Shivan & Narresh will be the ultimate pieces to help you stay comfy in office.

Shimmer knit set, **Missoni at** *www.louisaviaroma.com*, ₹ 67,800 approx



Knit skirt, **GAP**, ₹ 2,995

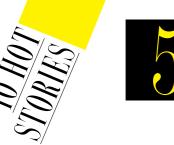


ULTRA LOUNGE

There are so many ways to stay warm as we work from home – from wearable blankets to soft skirts, and knitted polo shirts that are Zoom-meeting appropriate. A flared trouser, reminiscent of the 70s, is perfect for those lazy days spent with a cup of coffee and a good read.







STRAIGHT-TALKING

IN WITH THE NEW

Has Covid-19 accelerated responses that could lead to positive outcomes? Designer duo Shantanu & Nikhil weigh in



s the world navigated through the challenges of a pandemic last year, lockdown gave us the opportunity to reflect and reshape our business model in order to be more future-fit. While everything came to a sudden standstill, the deep-seated emotion of being 'anti-trend' within our brand drove us against this tide yet again, and we did not stop. From effectively launching our new bridge-to-luxury celebration-wear brand, S&N by Shantanu and Nikhil; to recovering revenues, rebuilding operations, launching new stores, and even adding a fully functional e-commerce website, to go the digital way, we demystified the chaos to open newer avenues for both the brands.

The pandemic also led to an acceleration in innovation, pushing us, and so many others we know, towards understanding and integrating newer ways of consumerism. There has been a paradigm shift in the way consumers perceive fashion now — they are far more emotional in their choices and responsible for consumption. Thus, we felt the need to forge a more inclusive and conversational relationship with our consumers. Driven by this shift, we are transitioning from the age-old perceptions of luxury to a more accessible and inclusive outlook of 'neo-luxury' through S&N's product offering. Moreover, the market

new segment, termed 'HENRY' (High Earners But Not Rich Yet), has created a need for us to re-think our designs. We have dug into our couture archives to tweak and re-engineer client favourites in order to make them more relatable and befitting for this new consumer mindset. For instance, an easy, contemporary anarkali gown silhouette has trumped the

opening up to a

anarkali gown silhouette has trumped the signature Shantanu & Nikhil grand ballgown as the perfect engagement outfit.

While 'digital' has been used synonymously with 'future' for a long time now, a positive consequence of the pandemic was also a sudden press towards digitisation. Now with three excellently executed phygital fashion weeks, perhaps this is what the new normal will look like. Today, we have a platform where SAP-integrated data and technology talk to each other in its quest to bring consumers closer to the brand and its overall experience as an omni-channel network. We will continue to evolve around this vertical by further introducing Artificial Intelligence (AI) in order to make the

consumer experience even more nuanced.

Brands need to take cognisance

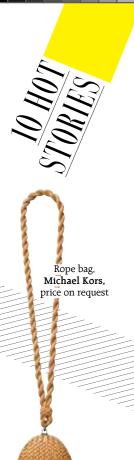
of a new consumer mindset:

Mindful luxury

Fashion, now more than ever, is being looked at as a fraternity of global impact and community for change. We have integrated this shift in our philosophy and are now envisaging a future focused on art, creativity, sustainable development, and collaborations. Furthering this new manifesto, we even launched a one-of-its-kind sustainable initiative, 'The Buy-Back' – a programme that allows proud owners of Shantanu & Nikhil couture to exchange their old outfits for credit values which they can use on their next purchase. This not only drives responsible consumerism but also ensures controlled production at our end.

The pandemic, for us, has been an opportunity to learn, grow, and evolve. In this constant effort to stay relevant and showcase brand resiliency, we are now embracing a more seasonless model of design. We are understanding our consumers better by studying their purchase behaviours, needs, and expectations from our brand. We have taken our core beliefs and democratised luxury in the new normal.







Drawstring shorts,

Zara,

₹ 1,790

Recycled plastic necklace,
Nineminutes,

₹ 2,399

Studded sandals, Christian Louboutin, ₹ 62,900

> Woven dress, Missoni,

₹ 84,149 approx

Printed scarf, Gucci, price on request

MICHAEL KORS



READY FOR THE WEEKEND

A capsule wardrobe worthy of your staycations and quick getaways

or most of us, 2020 was the year of the 'forsaken holiday'. As we spent months languishing in lockdown – the one thing on our minds was the dream vacay we never got to go on. As travel bans and restrictions are slowly being lifted, short-haul trips, staycations, and weekend getaways are soon becoming the norm. We're thinking: Bright colours, light layers, bold prints, and all the playful extras that have been languishing in our closets for the last year. So even if your sweet little holiday is an hour's drive away from the city, we strongly advise you to take the weekend, play dress up, and escape into new sartorial territories in the same way you once ventured to new destinations every year.







Raw Ambition

The White Tiger is a compelling reason to learn the name of this talented actor

hen I read Aravind
Adiga's The White Tiger as
a 20-year-old, two questions
popped up in my head:
How does he (Adiga) have the nerve to write a
novel about the experiences of the Indian poor
considering he comes from a place of privilege?
How would he, a middle-class, Oxfordeducated ex-Time magazine correspondent

understand what his central character

– the downtrodden, uneducated son
of a rickshaw puller turned amoral
entrepreneur and killer, is going
through? Fast-forward to 2020, at a
time when the country is going

through great changes, and it has dawned on me that it was brave for a writer like Adiga to highlight the brutal injustices of society. In retrospect, the novel isn't an attack on the country, but about the greater

process of selfexamination. The White Tiger follows the story of

Balram, a
cunning and
ambitious man
who finds himself
in a new job as
a driver for Ashok
and Pinky, a married

couple who have returned to India from America. On the verge of losing everything he's worked for, Balram rebels against the rigged class system to form his own path. And now, Adiga's Booker Prize-winning novel is making its way to streaming platform Netflix, starring Adarsh Gourav, Rajkummar Rao and Priyanka Chopra Jonas in lead roles. We caught up with Gourav, who's already earning plaudits for his fearless turn as the protagonist, to discuss the film's vicious social commentary.

GRAZIA: The movie has a richly cinematic quality and is bursting with vivid images and pungent writing. What was your first reaction upon being offered the role of Balram?

ADARSH GOURAV: It was all quite overwhelming. I was genuinely numb with surprise when I was told that I was locked to play Balram. I also felt an overriding sense of relief because work was hard to come by for a few months leading up to it. The opportunity to play the central character of a widely acclaimed book that I had read while growing up felt unreal, as was the excitement to be working with a maestro like Ramin Bahrani (the movie's director).

G: The film not only feels timely, but one that is needed. Why do you think it is relevant in the current climate? AG: I think a film like *The White Tiger* is important because it makes the privileged

class shift uncomfortably in their comfortable seats. It also makes them more conscious and aware. It also questions popular beliefs like: 'Surrender to your destiny' and 'everything is planned'. Although I don't endorse Balram's actions, I firmly believe we control our own destinies to a large extent.

G: Balram has worked out early in life that good deeds usually have awful consequences. Did his character surprise or shock you in any way?

AG: I was surprised by his decision to take Dharam (a young relative of Balram's, sent to him by the family so he can be taken care of) along with him to Bengaluru, where he ultimately launches a taxi service for call centre workers, which he calls White Tiger Technology Drivers. I would personally consider it more of a liability, but I also understand that it was a decision based purely on empathy. Dharam serves as a reminder of his unforgettable past. But Balram also sees a spark in Dharam, something he had seen only in himself when he was back in his village.

G: What was your biggest takeaway in sharing screen-time with Rajkummar Rao and Priyanka Chopra?

AG: I learnt an important lesson: You can be a great actor and be kind, too.

Adarsh Gourav

BRINGING THE HEAT



For its 19th edition, the Kingfisher Calendar comes home to God's Own Country



he illustrious Kingfisher Calendar is back with its scintillating new edition and it only promises to get better. Since its inception in 2003, Kingfisher has carved a niche for itself and has been a name synonymous with fashion, glitz, and flamboyance. The brand is associated with some of the best music, food and sporting events in the country, and undoubtedly lives up to its name of 'The King of Good Times'.

For its 19th edition, this coveted and glamourous calendar comes home to God's Own Country, Kerala. With its picturesque locales, the state was a perfect choice for the shoot owing to its emerald and deep blue serenity. The ace fashion photographer, Atul Kasbekar, who has been associated with the calendar ever since its origin, intricately weaves a narrative amongst the lush vegetation of Coconut Lagoon and the quaint Marari Beach of Kochi. The scenic journey continues from the Victorian-styled Brunton Boatyard to the royal heritage resort, Chittoor Palace. From the exotic wildlife to the relaxed backwaters, the Kingfisher Calendar 2021 is all set to weave a tapestry of tranquillity and beauty.



To kick off the 19th edition, lifestyle channel *GoodTimes* is ready to showcase a sneak peek of the behind-the-scenes action, latest swimsuit trends, entrancing supermodels and the breathtaking panorama of the southern

state. Arati Singh, the Chief Executive Officer of the channel, believes that the series, 'Making of the Kingfisher Calendar 2021' will "transport viewers to the backwaters of Kerala where the uber-glamorous, high-fashion and stylish 19th edition of the annual was shot through the magic of Atul Kasbekar's lens work."











A NEW WORLD

In fashion, the old rules no longer apply

ver the course of last year, colour, comfort, and creativity have conjoined in the virtual-physical combo of runway shows, but the big question that's doing the round is: What will women really want to wear in the New Year? While some believe that sweatpants aren't forever; others admit that the cosiness they supply will have a stubborn staying power. Then there are those who predict that quarantine-crazy fashion enthusiasts, starved for public displays of fashion, will spring for playful looks that will stray from the lazy comfort we've grown accustomed to.

In an intimate chat with *Grazia* USA's newly-appointed editor-in-chief, David Thielebeule, we unearth why he believes that the runways may be nominal evidence of what's to come for consumers' closets.

GRAZIA: We've been through the 'Big Four' fashion weeks, but the question on all our still remains: What will inspire fashion this year?

DAVID THIELEBEULE: Designers and the teams they work with to create fashion presentations have had the nearly insurmountable task of redefining what a fashion shows means since the pandemic began. From Prada's intimate conversation between Miuccia Prada and Raf Simons to Valentino's surreally proportioned white couture gowns, the experiences have shown an evolution of the traditional show that is both more democratic, as it can be shared with all online, and has the potential of being more fantastical. As we witness the beginning of a post-Covid world emerging, I hope customers will be inspired by this new view inside the fashion world and shop — I know I will.

G: According to you, where does demand in fashion currently lie, and what's the direction it will take in 2021? DT: I am hopeful that in a post-Zoom world, we will all feel

like celebrating and dressing up. The last year has kept us all in survival mode and has savagely impacted the fashion industry. As we all emerge from our cocoons, I, personally, want to celebrate extravagance and escapism again.

G: While the Covid-19 crisis has visited a devastating impact on businesses and jobs, has it accelerated responses that can lead to positive outcomes?

DT: So much is evolving in fashion and this moment of pause will definitely lead to a new and more transparent industry. Young people care about where their purchases come from, who designed them, who made them, and what they represent from a social perspective. We have all questioned what is essential over the last year and that conversation will continue.



G: Instagram has transformed athleisure into a holistic lifestyle. Will it evolve in 2021?

DT: Comfort is not going away, but people are also sick of what they have been wearing around their homes all year. Fashion has always been a representation of broader cultural movements and I believe we will see the pendulum move in the other direction in 2021 – towards a return to elegance and sophistication.

Comfort will be key, in

proportions that work

VAQUERA



vurvedic Soul, founded by nutritionist Ruhi Rajput, is an amalgamation of Ayurvedic goodness with modern-day needs. While the first thing that comes to mind when you think of Ayurveda is age-old herbs and simple meals, Ruhi disagrees. "With Ayurvedic Soul, we have conceptualised Ayurveda in a new, chic bottle. When we think of Ayurveda, we mostly think about eating khichri, and panchkarma. But an Ayurvedic diet is vast and speaks about the assortment of food across the globe. Each food item has a special quality (Dravya Guna) that benefits our health."

Ruhi conceptualises a special diet, based on a person's needs and requirements. "The basic fundamental of Ayurveda is doshas, (vata, pittal and kapha)

which comprises of five elements. Though all five elements (air, space, water, fire and earth) are present in our body and have respective roles to function, genetically few elements are more dominant than the other. Once we understand a person's body type, an Ayurvedic diet plan is designed in accordance to adding categories of food and herbs, that will benefit them and avoid those which will have an adverse effect. Ayurvedic diet also helps in boosting immunity with herbs like giloy, shatavari, jyothismati, etc."

Talking about what pushed her to create this, she shares, "I had been into fitness, in general, most of my life. So after my first pregnancy in 2015, I was more than eager to lose the extra weight. I understood the need to eat varied regional food to stay healthy. This strong need led me to an Ayurvedic diet. It helped me

understand my body better. I lost weight while I was still eating, which I loved, and my energy, metabolism and immunity were better than ever. Obviously, there was no looking back. I gained professional knowledge in the field of Ayurvedic dietetics and nutrition and started Ayurvedic Soul."

While charting an Ayurvedic diet, Ruhi stressed that the major focus point is metabolism (agni). "Keeping our metabolism agile through maintaining the physiological balance of doshas is key to healthy living. Digestion is an important focus area. Therefore, an Ayurvedic diet plan starts with detoxification of ama (toxins) and then continues with boosting metabolism. Ayurvedic way of eating improves enzyme function and regulates hormones which not only helps in losing extra kilos but also makes us feel

healthy and lighter from inside."

With the change in diet, of course, comes a change in lifestyle. "Ayurveda recommends eating regional food items and seasonal grown vegetables and fruits."

Ayurvedic Soul: Launching 12 Weeks Online Ayurvedic Diet Guide

Our mission is that most people should get the benefit of an Ayurvedic Diet. Therefore people can book only-consultation or purchase personalised diet plan programs from our website. We have also recently launched an Ayurvedic Diet Guide (ADG), a 12-week nutrition plan along with herb usage guide.

For more details, visit: http://www.ayurvedicsouldiet. com

Beyond the BEACH

A season synonymous with exotic getaways and extravagant shows, Resort is going through a unique transformation in the New Year. But considering the pandemic and restricted travel, how relevant are these collections today?

mid the chiaroscuro lighting and arched ceilings of Rome's Capitoline museum, show-goers were seated in the company of prized artefacts from the medieval and Renaissance-era for Gucci's Resort 2020 show. Elsewhere, in Marrakech, ensconced in the 16th century El Badi Palace, models strutted down a runway against the backdrop of glimmering floating candles and blazing fire-pits for Dior's Moroccan Resort odyssey. Breathtaking spectacles aside, Resort marks one of the most commercially viable collections for fashion houses and designers. Offerings include the likes of floaty summer dresses, luxurious kaftans and big hats to appeal to the creme crowd that's ready to jet-set and go island-hopping during the holiday season.

But with the Covid-19 crisis bringing the idea of vacationing to a screeching halt, one is compelled to question the very purpose of a Resort collection in 2021. Internationally, designers were quick to adapt. Gone was the grand showcasing; in its place, wearability, versatility and comfort gained precedence.

They edited down their collections to neatly photographed look-books consisting of capsule collections and transitional separates, think: Cosy knitwear, sporty separates, utilitarian jackets, and printed sun dresses. These were pieces that had taken on a classic approach, appropriate to be worn indoors and outside and bore a seasonless semblance.

However, as the theme of globe-trotting presses pause, it seems to extract the very essence out of resortwear and makes us wonder: What sets it apart from the multiplicity of collections that crowd the fashion calendar every year?

With 2020 being a year of blurred lines for trends, it has become evident that these same rules are now applicable to resortwear in the New Year. Anjali Patel Mehta, founder of Verandah, one of India's premier resortwear labels, feels that the new normal creates an opportunity for designers to elevate their offerings to consumers, "When I started the label, around seven years ago, there was a fair amount of misconception about what



a unique proposition for the customer. Take the kaftan for instance, it's

a comfortable piece of attire that one can wear to a wedding, a beach, or even at home. The evolution of the kaftan is my most interesting observation of 2020. After years of educating the audience, there is a larger understanding of what it is and how you can wear it – people have finally comprehended its versatility." The designer also emphasises how the consumer is looking for a more bespoke experience and opines that brands which offer it will have the upper hand, "The Indian body type is diverse and cookie-cutter sizes just don't work anymore. We've veered our focus particularly towards customisation as women are looking for one-of-a-kind designs that fit them perfectly, even if it's for a weekend trip," she says.

Nandita Lalwani, co-founder of womenswear label Hemant & Nandita, is in accord. She believes that while the veneer of resortwear has changed, demand hasn't died down, "During the pandemic, large parties have been traded in for intimate gatherings and every occasion is being celebrated. Our cotton summer dresses and lurex evening dresses have been hot-selling items, locally and internationally, for all occasions. In India, we have the option of traditional wear when it comes to celebrating festivities, while the approach of a Western dress changes abroad. This creates added opportunities for resortwear. Consumers want to dress to the nines, even if it is for a smaller circle."

RISE & SHINE:

START YOUR DAY RIGHT WITH THE LOVE OF YOUR LIFE!



s we start the New Year, bright and hopeful that this one will be more productive than the last, we are urged to revisit our habits and make 'resolutions' for change. And change can be positive too, especially when you have someone to share it with. Setting achievable goals and staying motivated is vital, and when you have a doting partner to encourage you and join you on your journey, it should be a cinch.

There's one thing that is often overlooked and undermined, when it comes to measuring the success of your determinations, and that is the quality of your sleep. Did you know that sleep can boost your productivity levels? Inadequate and unrestful sleep, on the other hand, can increase stress and anxiety, while leaving you fatigued. Coping with the demands of the day becomes challenging and slowly we lose sight of our resolutions. In fact, in the case of couples, the resulting irritability can also lead to more squabbles.

Engineered in Germany and made in India, the new Premium

Mattress, by Emma - The Sleep Company, offers luxurious comfort for deeply invigorating sleep. Replenish and release all the accumulated stress from the year that was with an ultra-soft composition. Suitable for all body types, your partner is sure to agree with you on one thing, and that's your bedroom choice to reset your sleep schedules with Emma —

The Sleep Company.

Starting your day right requires sound and serene sleep through the night for both partners with a mattress that adapts to your body types and personal needs. After rigorous research and development in the German Lab, this best quality mattress combines three types of foams for performance, support and relaxation. It adapts perfectly to the pressure exerted on the body with a revolutionary point-to-point depression technology.

Emma – The Sleep Company Premium Mattress has a pressure-relieving ZeroGravity Foam layer that contours to the shape of your body and distributes your body weight evenly. It also has an innovative Airgocell® Foam, which regulates your sleep temperatures. If you are the type of person, who alters your sleeping



position constantly and enjoys spooning, there's more good news, the viscoelastic modern marvel in the middle ensures you sleep comfortably in any sleeping position possible.

Waking up happy and on time can set you on your path to success, especially when the love of your life is on the same wavelength as you! Good vibes can be contagious and motivation matters when it comes to goal-setting and habit-change. Restful sleep can improve memory and alertness, it helps you make mindful choices and multi-tasking amid work-fromhome responsibilities, feels less challenging.

If you are seeking a bedroom makeover, moving into a new house, or simply wish to spoil your better half with an indulgent sleep essential; start with a 100-night trial to test the transformation. Emma's mattresses are the most-awarded in Europe and the company has a presence in 22 countries worldwide. With an 11-year warranty, free-delivery and return policy; the Premium Mattress is a promise of happiness and ease. It also comes neatly packed in a compact box that can be ordered over a click of a button on www.emma-mattress.in













t's funny how everybody has their story and their start. Sometimes, because it's your own, you don't see how it currently resonates with what's going on," says actor and musician Shruti Haasan, with a hint of the trademark husk she's known for, over a phone call. Although she has been successfully straddling the Tamil, Telegu and Hindi film industries for years now, Haasan used a good chunk of last year to practise the things that she is fond of music being at the top of her list. "Professionally, I would say that I'm entering a new phase because I've had enough time to create whether it's writing, exploring new avenues of expressing myself, or releasing my single, Edge, during the lockdown, which I shot and recorded myself. It has all been quite exciting as I've been able to test the limits of my artistry. And, it has infused a new creative force within me," she says, informing me that music has always taken precedence over acting. "Most people may not believe me when I say that the transition has been from music to acting. I've always been a musician at heart. I've been singing since I was five and then trained in Indian classical. I did that instead of math in school. So, music has been a mainstay," she says, letting us in on a few fond childhood memories. "I've been writing prose, poetry and short stories from a young age. My father (popular South actor, Kamal Haasan) encouraged me to write by turning it into a homework assignment of sorts. Over time, it turned into a cathartic process of joy and creativity for me. It naturally translated into song-writing when I was 18 or 19. So, it's safe to say that writing existed much before anything else, honestly. It allows me to align my thoughts and express myself. And I always write with the intention that somebody will read it and connect to it," she says.

Haasan also believes that because her love for music has been so strong, it has allowed her to step away and invest time and energy in acting, which is something she "really knew nothing about." "I had to develop a new relationship and understanding with this medium (acting). And then I think it was around my 30th birthday when I was like, okay, this is ridiculous—I am a musician. I need to also be doing that. So, I decided to take step away from acting. And it has just always been this back and forth. But the best part of being an artist (actor or musician notwithstanding) is that I have multiple avenues to express myself," she adds.

While she rediscovered music during one-half of the lockdown, the second half of the year saw her travelling and shooting for numerous film projects. The first release of 2021 for Haasan is the Telegu film, Krack, which also stars Ravi Teja and is directed by Gopichand Malineni. And then: a Tamil film titled Laabam. "I did not have the luxury of slowing down because I started shooting in July. I decided to uproot myself from Mumbai and set up base in Hyderabad. I'm not going to lie, I was quite apprehensive about shooting with a collective, but hey, that's how the film-making process works. Social distancing is the hardest part on set because the nature of film-making is so collaborative. It's quite difficult to speak to someone at two metres. Making movies in 2020 is not for the faint of heart, but it is possible if everyone on set adapts to it responsibly and carefully," she adds. Haasan also recently made her web series debut in Yaara, a Hindi language film, which co-starred Vidyut Jammwal. However, before Yaara, her last Bollywood release was Behen Hogi Teri in 2017. "I complete 11 years in the film industry, but I still feel like an outsider, more so in Bollywood. But I continue to revel in the difference that I bring to the table. Being a misfit is a celebration, not deceit," she says with a chuckle.

Opposite page: 'Raven' dress, **Graine**, ₹ 26,500; 'Tidal' hoops, 'Le Lien' necklace, 'La Chaine' necklace, stackable pebble rings, all **Misho**, ₹ 8,500, ₹ 11,500, ₹ 12,950, ₹ 9,800 respectively; 'Divided' signet ring, **Lune**, ₹ 2,500; 'Model S' grand piano, **Steinway & Sons** at **Furtados Music**, price on request





Halter ruffle dress, **Shriya Som**, ₹ 66,100; gold-plated heart earrings, **Tribe Amrapali**, ₹ 2,600; 'Model S' grand piano, **Steinway & Sons** at **Furtados Music**, price on request



In celebration of the New Year, We decided to quiz Haasan on her hopes for 2021.

GRAZIA: What were some of the silver linings to 2020 that you see yourself carrying into 2021?

SHRUTI HAASAN: I'm thankful for the new connections I've made. I'm also glad that I decided to sift through the mess to figure out what works for me.

G: Is it safe to say that your taste in music has evolved as an artist? SH: I listen to a lot of stuff now, much more, and I think it's really important to keep listening and being open to growth. Art is feeling after all. Tori Amos has been one of my biggest musical influences. My mom introduced me to her. I've always delved deep and hard into her music. Trent Reznor from Nine Inch Nails and everything he's ever done, also ranks high. I always say I aspire to be the imaginary love-child of Tori Amos, Trent Reznor, and AR Rahman.

G: What can we expect from you as a musician, in 2021? SH: I'm going to release a lot of original music, coupled with a few interesting collaborations followed by more international gigs in the UK, when we can travel again, of course.

G: Would you like to spend more time with family, considering you were isolated from them for the most part of last year?

SH: My family is a family of travelling artists. That's how I look at it. And our connection to each other has always been strong. The truth of the matter is, I have gone months without seeing them. Of course, I miss them. I'd say I remain connected to them in a way that's spiritual and deep. I don't physically need to snuggle and cuddle with them for me to feel the fulfilment of family.

G: How important is mental health to you?

SH: I'm a major promoter of therapy and positive self-talk. So, I think people need to communicate more, this year. Make friends with your demons because they are yours. It was interesting to see other people start to do it, in lockdown, and I think it was so important for people to realise that. We all need to find a way to express ourselves, whether it is through talk therapy or meditation, or, as it is in my case: Music.

Opposite page: Carpet print satin silk shirt, crepe trousers, both

Nikita Mhaisalkar, price on request; faux leather jacket, H&M,

₹3,999; 'Bibooty' boots,

Christian Louboutin,
price on request; 'Mini Flow' hoops, stackable pebble rings, 'Flow' combination rings, all Misho,

₹8,500, ₹9,800,

₹ 8,900 respectively; 'Apollo Double Trouble Crater' hoops, 'Divided' signet ring, both **Lune**, ₹ 4,000, ₹ 2,500 respectively; 'Java' coffee table, **Baro**, price on request

Hair & Make-up Devika Jodhani, assisted by Rita Shukla Fashion intern Lehan Devadhia

A new wave of conscious influencing is set to revolutionise the fashion world, slowly but surely

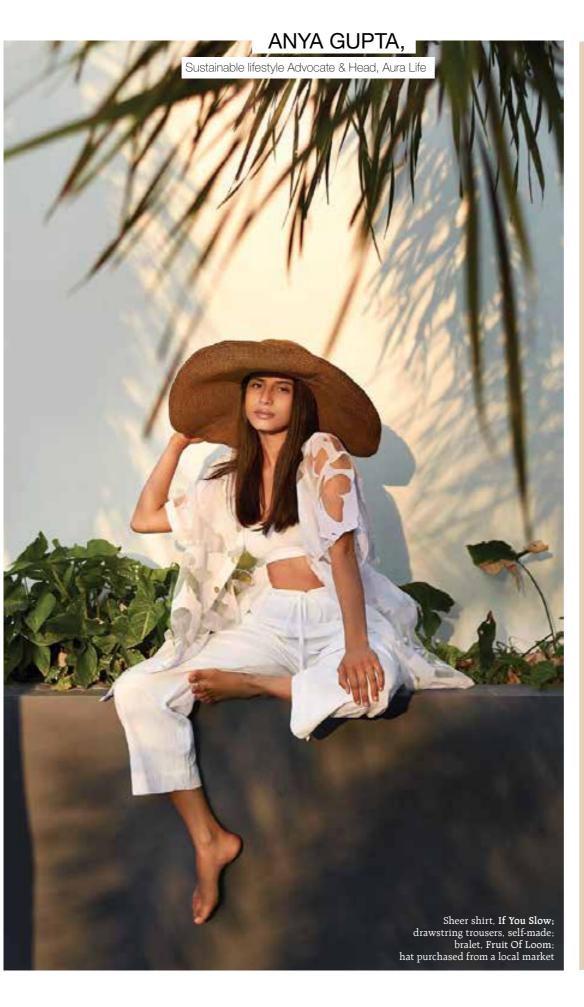
Words TANYA MEHTA

he influencer industry of today is a complex space. It's a world where familiarity and relatability collide with lucrative partnerships, collaborations, and dozens of freebies. For many brands today - homegrown and global - investing in influencer marketing comes with a sizeable budget and an expected return on investment. But, along with cult following and engagement comes responsibility. Have you ever felt a sense of fatigue and confusion from the rampant product endorsements carried out by influencers on social media? With most of us glued to our phones for a large part of 2020, the overconsumption was often tiring.

However, the past year has also marked the advent of a more conscious form of advocacy. A coterie of young women are showcasing their love for fashion while creating an exchange on matters of sustainability and mindful consumption. Brands and designers, in turn, are joining hands with them to project a pertinent narrative of their work and ideologies. Purnima Jain, founder of Surat-based label if you slow, creates upcycled clothing that aims to offer sophisticated pieces at accessible prices. "Our objective for a collaboration is to build a relationship that collectively endorses not just a product but an idea of this lifestyle we practice and preach. Microinfluencers have a niche audience and represent a certain set of values, which we think are imperative when promoting an idea - they have a voice that is relevant," she explains.

Echoing Jain's thoughts is Sheena Uppal, founder of conscious womenswear label Rengé, that works with surplus fabric through an ecofriendly process, "To describe it concisely, being approachable and relatable is what immediately catches my attention. I like to work with people who are open, honest, and unafraid to be themselves. They ask questions, they want to know more about the brand and how we function behind the scenes, and really get into the nitty-gritty and, in return, they speak to their audiences truthfully."

Bringing this community to a full circle, we reached out to five women who are harnessing the power of social media to change the way we wear, buy, and consume, one informed decision at a time. Here, they unveil their coming-of-age journeys with conscious living.



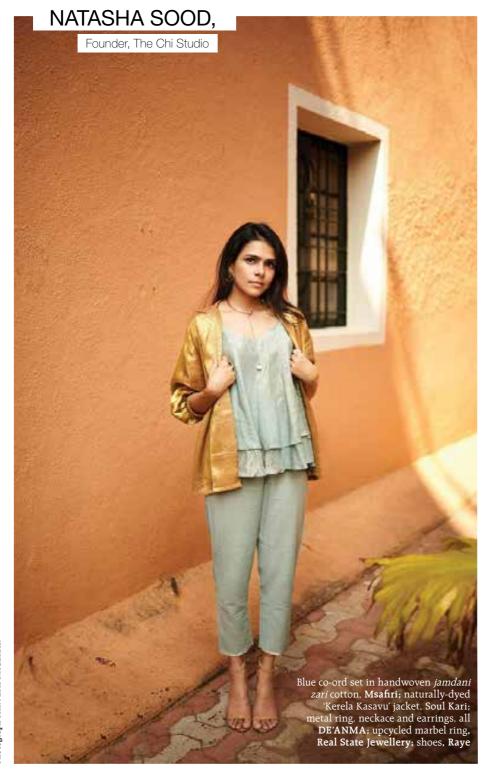
Tucked away from city life, 25-yearold Gupta has spent the past decade living on a farm in Chandigarh, with her family. This prompted her to start a unique venture, Aura – an initiative to build a community in a sustainable space through events, workshops, and weekend retreats. She also runs a thrift shop out of this space. Moving to a quieter expanse urged Gupta to practice sustainability in all areas of daily life, which include DIYs and low-waste tips that are frequently portrayed through her social media. "When I returned home after college, I began using Instagram to document and share my life, with no clear purpose or agenda. I was an aspiring 'blogger', an avid fast-fashion shopper who had beautiful spaces around me to click pictures but had little to say about what I was posting. I considered it quite vain. My father was a simple man, he always believed in giving back more than he took. When we unexpectedly lost him in 2019, it made me question and revaluate my lifestyle choices. I wanted to hone the part of me that was passionate about saving the planet. I saw meaning and purpose in leading a sustainable life," she says.

Moving beyond using it as a mere buzzword, Gupta has applied sustainability to her life through numerous ways – whether it's adopting the farm-to-table concept, creating a zero-waste bathroom, or making organic all-purpose cleaners. Naturally, this extended to her wardrobe, and she began partnering with labels that mirrored her values. "I personally believe that for sustainable fashion to become mainstream, it needs to become fun and sexy. It needs to cater to young girls who are intrinsically attracted to styles offered by fast fashion giants. Sustainable brands need to put in that extra effort to build a solid brand identity that stands out, while offering clothes that last long and look amazing. When brands and content creators come together, there is a fusion of values and ideologies. I always love to style pieces in ways that are likely to appeal to a younger audience, or in ways that may be trendy - reinforcing the idea that just because it's sustainable, it can't be fun. My audience has been extremely receptive, I've received multiple messages from people in my online community about eco-switches they've made - from bamboo T-shirts to menstrual cups."

"I know that anyone who has worked in fashion might resonate with this - when I would witness an overwhelming churn of clothing items every season, the marketing behind 'must-have' trends, and the fashion calendar moving from quarterly to weekly launches, it all made me question where we're headed. And I would come home to a closet that definitely had more than I needed. I was always intrigued by the afterlife of products and how marketing shapes consumer mindsets to want more and discard even more. It's then that I started questioning my personal choices and the industry practice." After graduating with a masters in strategic fashion marketing from the London College of Fashion, Kathotia spent seven years engaged in fashion blogging while also dabbling in merchandising and styling. She began blogging as a fine experiment to rummage through her closet and make optimal use of all her clothes by styling and documenting them in unique ways. She has now strengthened this ideology by practicing the concept of a capsule wardrobe. "Having attempted a 10x10 capsule wardrobe two years ago, I decided to challenge the idea further when I made a temporary move to Goa. This time, I moved with 24 items in total (shoes, bags, and accessories included) and lived off just these items for 60 days without repeating a single look. The idea was to emphasise the versatility that people often think minimalism lacks. A research project that I worked on showed that over 60 per cent of our wardrobes are inactive. It was a rewarding experience, almost cathartic. To own less and to make use of it strangely reinstates the value each of these pieces hold instead of giving into the 'I've got nothing to wear' panic," she explains.

Amid the cacophony of blind endorsements on social media, the blogger is making more judicious choices, "I wouldn't promote something I don't see myself using. From a strictly sustainable perspective, the weekly hauls and the constant display of new fashion items perpetuate consumerism to a point of making everyone want more. How beautiful would it be if we could all collaboratively create, share ideas and learn from each other? I've had so many followers reach out to me to help them pick a graduation or birthday outfit from a sustainable brand, it feels nice to be a small part of someone else's journey."





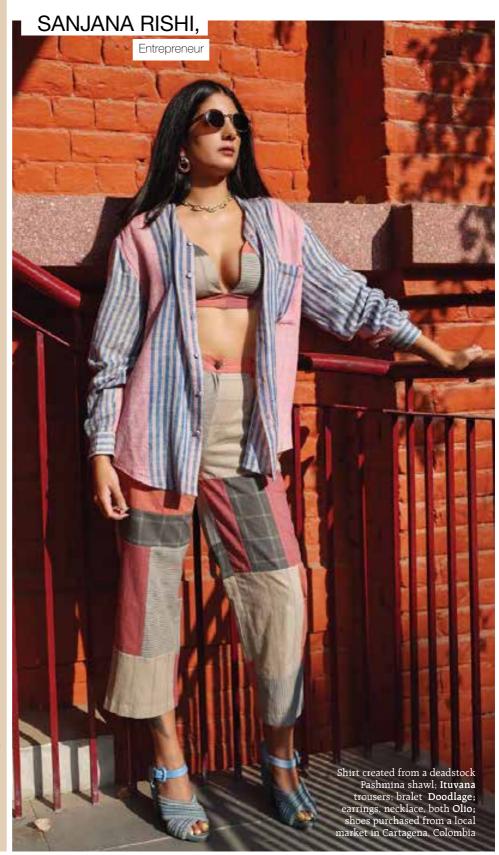
Sood's curriculum vitae is expansive as it is impressive. She has worked for publications, e-commerce platforms, and has studied jewellery design at the Gemological Institute of America, California. After several career stints in fashion, and a sabbatical later, she discovered the need to cultivate something more meaningful, which led her to launch The Chi Studio in Goa – a boutique creative agency focused on creating authentic content for artisanal homegrown brands with the intention of inspiring curiosity and propelling sustainable living in India. Sood's endeavours at work are fuelled by her personal lifestyle choices, "I've adopted a 'less is enough' approach towards conscious living - so, cutting out all the inessentials has been the overriding theme. Whether it's fashion, makeup, personal care, food, or technology - every purchase goes through a rigorous internal process of mindful consideration. This is what spurred my 'shopping diet' last year, which helped me take stock of the garments I don't wear much and will help me make better buying decisions in the future," she says.

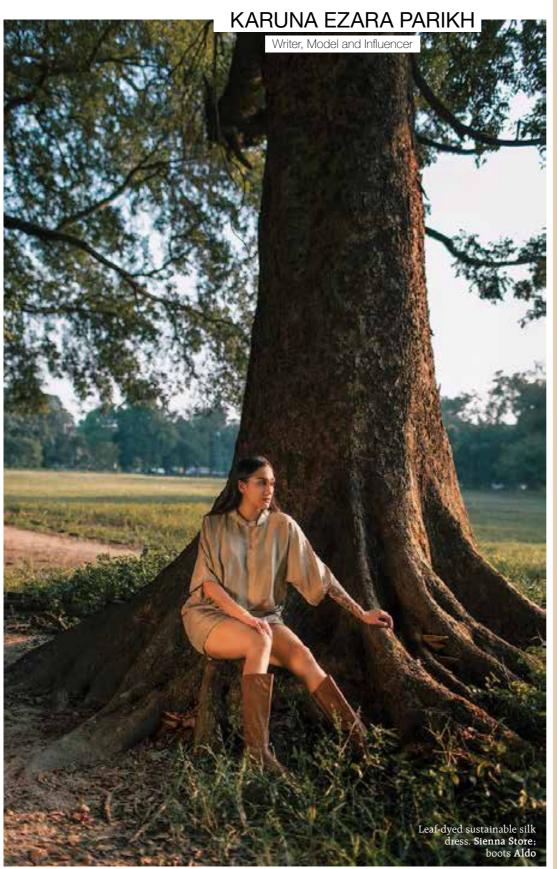
But, giving up fast-fashion and making these changes has been a constant journey of thinking, reading, and deliberation for the young entrepreneur. In a typical retail landscape dominated by accessible price points and excess, finding the right 'match' when it comes to greener choices has been challenging, "I feel like the design sensibility of sustainable brands in India ranges from drab to trying too hard. In the process of wanting to be either sellable or offbeat, a lot of brands are being wasteful and unsustainable. A two-way communication and feedback loop are what will help brands fine-tune their product. From a consumer's standpoint, I wouldn't promote anything unless I'm convinced of the integrity of the product and its claims around sustainability. Something I enjoy is engaging with the designers more intimately - understanding their ethos, asking questions, learning about the production process, materials of choice - it gives my purchase added value. Most of the brands are very approachable and forthright with information. It's also the best way to keep brands accountable and inspired, simultaneously."

GRAZIA | FASHION FEATURE

If Rishi strikes you as a familiar face it is because she is. Last year, she broke the Internet when she uploaded an image of her extremely low-key wedding at home. Swapping the sari or lehenga-choli for a powder-blue, vintage pant-suit, she not only moved beyond the tropes of gender and tradition but also ensured that every piece of her outfit was either second-hand, borrowed, or from a sustainable brand. While her relationship with sustainability is constantly evolving, she credits the lockdown for lending an added perspective, "We cannot view sustainability or conscious living in a vacuum - while making more sustainable shopping choices is great, we should remember to focus on why we care about sustainability in the first place: Our relationship with the Earth. And that relationship requires serious repair, which has to come in the form of climate action and environmental justice - sustainability is more like maintenance to make sure we can mitigate long-term damage. Through my research, I've realised that while large-scale changes to industry-wide practices are necessary, on some level, we as consumers have to start supporting brands that are trying to alleviate that negative impact. We are fortunate to live in a country that has a rich history of sustainablymade handicrafts. There are also many young brands that are building on these traditions in innovative ways.'

Over a span of a few months, Rishi began tying up with local brands, styling their creations in innovative ways, and documenting it on social media. She also went on to explain in long-form the process, fabric, and narrative behind the garments. The response from audiences was positive and overwhelming. "I like to think of my Instagram feed as a place of learning, for myself and for others. I try to put an at-times-unmanageable amount of research into each post, and I think people appreciate that. I'm also careful to always include information about labour and garment worker rights when I discuss sustainability in India because people tend to forget that human beings are part of the environment which must be taken care of. I won't consider a brand sustainable if they aren't willing to talk about how they treat their workers. People responded by telling me that they love learning about new brands and second-hand shopping from my page, and that makes this endevour worthwhile.'

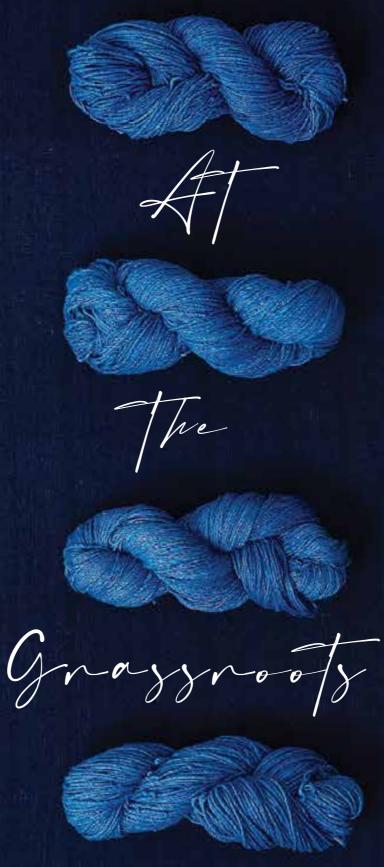




New Delhi-based multi-hyphenate, Parikh's personal style is as multi-faceted as her career choices. You'll find her wrapped in a wispy sari on one day and in trekking gear on another, with comfort and scope for re-wear serving as precedence. Sustainability has always been deeply rooted in her lifestyle, but the actual turning point came when the Chennai water crises hit in 2019. "I began reading more about how dangerous the fashion industry is to the planet. When it became clear to me that it takes so much water to produce a single pair of jeans, or how dyeing is destroying our water bodies everywhere, it left me shocked. I decided then to take Fashion Revolution's one-year 'no buying' pledge to test myself. I made a personal commitment to see if I could give up buying new clothes for a year. It was challenging but I managed. After the year ended, I did feel the urge to shop and found myself guiltily even going back to some of the high street brands I had sworn off. I now approach things from a middle path. If I am going to buy something from a high street brand, I usually make sure it's from a line that is sustainably sourced and is something I would wear repeatedly. What a lot of us forget to ask is if when we throw something away, where does it go? What is 'away'?"

The influencer routinely collaborates with sustainable homegrown brands to create beautiful imagery while generating awareness, however, she makes sure to check multiple boxes before any partnership, "For me, it's more complicated since I'm voicing something with what I choose to wear and shoot. My criteria is expansive – is the garment fair-trade (who made it and how were they treated/paid/respected?); is it natural (how well are they going to biodegrade?); is it vegan – does it use animal parts or was it tested on animals at all. Lastly, if you are interested in ethics it's good to check the gender representation in a company," she explains.

She also points out how the modern Indian consumer needs to create a mental shift when it comes to preconceived notions about sustainable brands, "We sometimes lack imagination and are also subject to the Western idea of high street fashion that cuts out visuals that aesthetically promotes clothing that's more sustainable. There are several homegrown labels that find a middle ground between an Indian and International aesthetic."



What do farmers have to do with fashion? We find out

WORDS BARRY RODGERS

FEATURE | GRAZIA



ver the last few years, there has been considerable awareness surrounding ethical practices, particularly within the fashion industry. There has also been growing social media publicity spotlighting the environmental impact of clothing production, with terms like 'transparency' and 'ethical' entering the consumer mainstream as buzzwords. At the forefront of this change is the now-popular Fashion Revolution – the organisation that has, over the last seven years, set up a series of hashtags in the hope of spreading an eco-friendly and ethically-sound message to encourage people to learn more about how to live sustainably. In April last year, a new report, titled Gender Equity and its Impact on Sustainability in Cotton Farming in India, on the unrecognised work of women cotton farmers in the country encouraged people to ask a pertinent question (replete with a new hashtag): #WhatsInMyClothes. You may ask: What do farmers have to do with fashion?

GRAZIA | FEATURE

The current political climate has spurred our collective thinking in the direction of the agricultural part of our supply chain (with particular reference to where our fibres come from). A few of the ways people who are not involved in the fashion industry can change the reality of cotton farmers is simply by demanding honesty and transparency from brands, buying only when needed, and shopping Indian brands that are built on the bedrock of sustainability. Social enterprise Okhai, for instance, works exclusively with women cotton farmers. Early movers in the Indian ethical scene, No Nasties keep their clothes simple and high quality. 'No nasties' means all the cotton they use is organic and Fairtrade certified. This also means happier farmers. The brand has been fairly candid about one thing – organic cotton can do everything conventional cotton does and just by look or feel, it's difficult to tell one from the other. While we typically associate organic with food, the no-GMO (Genetically Modified Organism), no pesticide philosophy applies to natural fibres as well. So, organic cotton essentially means natural seeds and natural fertilisers. GMO cotton, the opposite of organic cotton, consumes A LOT of pesticides and chemicals. It is the most pesticide-intensive crop out there, accounting for almost a fifth of global pesticide usage. It also takes up substantially more water, is much more expensive for farmers, and is not beneficial for soil health.

According to estimates by aboutorganic cotton.org, in 2015 alone, by growing organic instead of conventional cotton, farmers potentially saved 218 billion litres of water, 288.7 million kilowatts of energy and 92.5 million kilogram of carbon dioxide. "We would expect industry ethics standards and sustainability practices to be at the core of every stakeholder's operations in the garment manufacturing industry. That isn't the case though. We often turn the spotlight onto and place our expectations of these standards onto younger/newer labels, brands, and design professionals. That needs to stop. It is an expensive proposition for younger businesses and entrepreneurs who are not backed by generational wealth to access sustainable practices in producing garments. We need to hold responsible the larger fashion conglomerates that control raw material and personnel supply into furnishing their supply chains in a transparent manner," believes clothes-maker Kallol Datta.

For the uninitiated, fairtrade fashion is, as the name suggest, about making mainstream brands fairer. It's not about changing our fashion sense but critically ensuring that what we are wearing is not made by exploiting vulnerable farmers and workers. A pertinent question that's been doing the rounds lately is centred on the belief that not many of us would accept to pay less for our clothes if we knew they were produced by farmers lumbered with unsustainable debt, or by workers exploited in bonded-labour conditions.

Climate-loving designer Himanshu Shani, the Delhi-based co-founder of fashion label 11.11/ eleven eleven, recently put together a pre-order sale and a crowd-funding platform that worked towards reinforcing equitable systems while empowering female spinners. Shani not only sources directly from farmers, but uses the oldest non-GMO cotton varietal, from Kutch. "The onus of being conscious should be on the manufacturers regarding the origin and the process of production. It is not only about profits but also about how ethically you produce garments. Similarly, brands should take it upon themselves to know where their clothes are made, how it's made, and who are its makers," he says.

David Abraham, who forms one half of designer-duo Abraham & Thakore, believes that it is important for people to know about the clothes they wear and its connectedness to the person it comes from, including their struggles and their debt because "our choices and actions can be the needed catalyst that makes the difference." He goes on to say: "If we acknowledge that something is beautifully made and hand-crafted then championing that cause is worthwhile as it impacts the maker and his livelihood; sustains his environment (there will be less migration to cities to work). It will also ensure that we buy less but pay more for a product with a longer shelf-life.

With the current seismic shift towards more accountability and ethical dealings with our farmers, fashion can hopefully move from a place of privilege to a sector that generates solidarity.



GRAZIA FEATURE

Power in the Pack

These women-led platforms give other women something to believe in

Words BARRY RODGERS Illustration MALAVIKA RAJESH



n the summer of 2020, my Instagram feed was peppered with a raft of celebs, influencers, and colleagues who began posting well-lit photos of themselves in black-and-white, usually accompanied with a caption espousing the virtues of women in general and maybe two to three women in particular with the hashtag #womensupportingwomen, #blackandwhitechallenge or #challengeaccepted. Although it's unclear how exactly this latest challenge started - one iteration of the trend apparently originated from women in Turkey who were responding to growing frustrations over gender violence and femicide, there were several social media users who asked whether posting images of women who need our support (now more so than ever) would be more beneficial in aiding female empowerment. Then there were others who suggested that influential women with platforms use the challenge to promote female-led businesses. In keeping with the essence of the cause, here are a few noteworthy women-led platforms that are helping their tribe achieve goals, secure help, and find purpose.

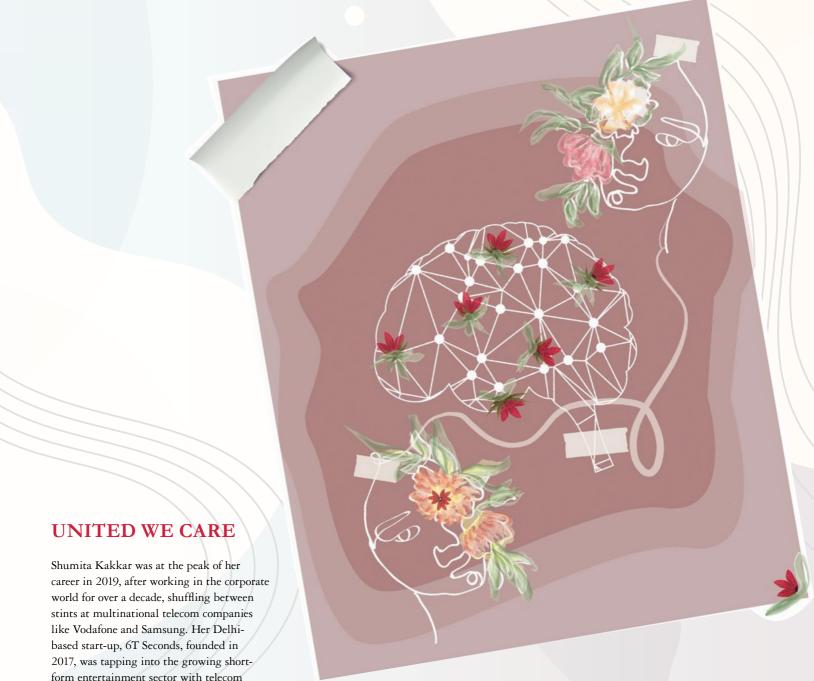
SISTERS IN SWEAT

The story of Swetha Subbiah and Tanvie Hans, the founders of the Bengaluru-based Sisters in Sweat community exclusively for women, by women, stitched together by sport and wellness, began in September 2017, when Subbiah (a performance coach) introduced Schonali Rebello (a writer and female activist) to Hans (footballer and coach). Rebello instantly grew curious and requested Hans and Subbiah to organise a football-based fitness session for her and her friends. The two did not make anything serious of the conversation, but they obliged and booked a small ground that weekend anyway, with no expectations. To their surprise, 17 enthusiastic women turned up for the 'no expectations, one-off' session and it turned out to be a huge success. In fact, the ladies demanded a session every weekend.

"Through HIIT, indoor football, pilates, yoga, and dance sessions on Zoom, we now have active community members all over the globe, which includes more than 550+ women – from working professionals to college students and schoolgirls," says Hans. Subbiah weighs in: "Our tagline embodies the cause that we support. From working with only-female trainers to collaborating with primarily female-led businesses, it's what we firmly stand by in all aspects of our badass community."

FUTURE IMPACT

"Imagine growing up in a family where you wake up on a Sunday morning and see your mum lacing her boots to go play football with her friends. We'd probably grow up with a slightly different world-view than many of us currently have. This is what happens every day in our community, and this is exactly the positive change we want to be able to make in the lives of not only our members, but those that are around them as well," says Hans.



form entertainment sector with telecom heavyweights.

However, life took a sharp turn when she came across a few of her friends - some of the strongest women she knew - going through a particularly difficult time in their respective lives. Later that day, she scoured the Internet for a platform that helped women with their mental health issues and legal support, but did not find anything. She sprang into action and founded United We Care in January 2020. The app-based platform's mission is to help people, primarily women, overcome issues affecting their mental peace. The app integrates social, mental, financial, and legal support systems for women, youth and children, and LGBTQIA+ individuals who are going through a separation or facing a

difficult time in their lives. With a large number of professional psychologists, life coaches and lawyers to support them, United doesn't focus only on the problem, but rather on the root causes and provides holistic solutions to its users.

FUTURE IMPACT

"United We Care is at the confluence of human touch and convenience that technology offers. All our partners do pro bono work, which is part of our contract. We undertake a competitive analysis for every expert who comes on board. There is a three to four-step process undertaken as part of their background check. We also go deeper

to understand the causes of stress, anxiety and depression, and provide support. Our advanced AI and ML pairs you with the right person after asking a few simple questions. You can then choose to do a voice, video call or just chat. We also recently launched our emotional health virtual assistant, Stella, who is available to chat or talk to our users 24x7. Stella can help with Basic CBT (Cognitive Behavioural Therapy) CAT (Cognitive Analytical Therapy), humanistic, interpersonal or couple therapy. She is a oneof-her-kind assistant with multiple decision trees and the ability to move negative sentiments to positive conversations," says Kakkar.



THE WORK WIFE

Working women in India face several challenges that are very specific to India, and their values - whether it's the pressure that comes from family, from having children, or supporting large households, plenty of incredibly qualified Indian women drop out of the formal workforce every single day. And to make matters more difficult, the disproportionate number of men to women in the workplace ensures that it's really, really, hard to find a female peer to lean on. Having a support system who can make your work life easier goes a long way in encouraging you to pursue your dreams. When Chennai-based Akshara Subramanian and Lavanya Mohan started The Work Wife,

they had one overarching objective: To be every working woman's cheerleader. Their vision for the initiative is to create a lively community for women at the workplace to come together, learn, share, and thrive.

"We started this initiative in lockdown. When we had conceptualised it, we wanted it to be driven by in-person interaction and events. We were thinking workshops, mini seminars, and panel discussions, but the pandemic threw a pretty large hammer into things. But we persisted. We created our Instagram page in July and now we're a network of 4,000+ ambitious, driven women who aren't afraid of asking questions and are just as passionate about their careers as

we are. And to think we built it in a totally organic way – which we count as our biggest achievement," says Mohan.

FUTURE IMPACT

"The ultimate goal is to enable women with the right kind of resources so that they can reach their fullest potential at work. We are not biased towards any particular industry and believe that work isn't confined to traditional office-going archetypes alone. Eventually, this community is intended to be a platform for personal and professional growth, and we can only hope that our current audience feels inspired enough to bring in their larger network of women along for the ride," says Subramanian.

BASIS

Although women control a greater share of the world's wealth, most of them still lack the confidence to make sound decisions about money, with the key gaps being knowledge and trust. Enter: Basis. With few options in the market to cater to women, Basis founders Hena Mehta and Dipika Jaikishan envisioned a platform (which they kick-started in 2018) that would speak to and address the financial needs of urban women, not as an extension of a male-centric product, but to a woman, as she is - strong, independent, and full of choices. So, the next time a woman wants to make a financial decision, she doesn't have to lean on a male member of her family or go through all the male-centric financial options and then attempt to choose the one that fits closest to her, but rather, she can sift through financial options that are already tailored for her and then can make informed decisions.

"Our primary research showed that a large majority of women take a backseat with their money management and have a strong intent to change this. The existing behaviour stems from a lack of knowledge, a lack of trust, and not being able to relate to existing financial services and products. Incumbents in the space have defaulted to men, and don't cater to the 'other' 50 per cent of our population. Women's lives are structurally different from those of men, and this deeply impacts their finances: Women outlive men (on average by five years), have higher healthcare costs, and earn lower incomes. Moreover, the Indian woman's life is also evolving rapidly: She is fiercely ambitious, choosing to stay single for longer, has strong aspirations (including lifestyle and travel goals), and is prioritising her goals. These are all indications that there is a strong need for a financial platform which caters to women's needs and goals," says COO and co-founder, Jaikishan, adding, "Our community brings women together who indulge in constructive conversations about money matters and empower one another from different perspectives, cities, and professional backgrounds. Basis is a for profit business and is being built to fill the massive gender gap in financial services."

FUTURE IMPACT

"Our biggest achievement has been building a product that our users love and nurturing the Basis community to become the go-to place for all things women and money. When women think about a financial question, Basis will be one of the top three places they will seek advice and recommendations from. Now, we're turning latent users outside of India's formal financial system into active, informed consumers. Our vision is to impact 10 million women in the next five years," says Jaikishan.





&ME

When 32-year-old entrepreneur Sheta Mittal got married three years ago, she deciphered a recurring pattern in her mother-in-law's mood swings. She could relate this to her own mother's emotional shifts - something most men in the family would often dismiss as women being their anxious selves. As the co-founder of &Me, a company that creates products that address specific issues related to women's health – from acne and urinary tract infections to PCOS and menopause, Mittal understood that the emotional see-saw stemmed from menopause. During initial research, Mittal uncovered a truth bomb: That the average age of menopause in India is 46 years versus 53 years globally, with data pointing to early marriage, lower BMI and nutrition, prevalence of thyroid and

other autoimmune diseases and genetics, as key factors for India's reduced menopausal age. With 13 crore women going through menopause every year in the country, it came as no surprise then that Mittal also discovered that the Google search volume on menopause had doubled in the last two years, with three lakh-plus monthly searches led by queries like: What is menopause? What happens during menopause? What are menopause symptoms, menopause age, etc.

Training her attention on Ayurveda, Mittal thought rather than a pill or powder, why not look at a snackable food format like biscuits to address these needs women have across specific life stages. "The range of edible products we provide, like menopause cookies, chocolate bars, and teas, deliver 27 key ingredients from Ayurveda and modern science. It is free of flour, preservatives and artificial ingredients and helps women manage the changes the body experiences due to declining estrogen levels, including hot flashes, night sweats, anxiety, joint pain and weight gain. Our MenoDiet cookies come in individually wrapped units for easy consumption and storage. Since 'chai time' is when Indian women sit down and relax, our cookies will help them carve out a moment of self-care," says Mittal.

FUTURE IMPACT

"Our overarching aim is to help women manage menopause. While one can do it all by herself, it can be difficult and more expensive, which is why our daily menopause cookie costs only 17. We want our solutions to bring together natural ingredients in a convenient format that a woman can easily incorporate in her daily life," says Mittal.



fashion, lifestyle and beauty, Hanna S
Khan (a Mumbai-based luxury blogger)
is a new force to be reckoned with in
the industry. A quick scroll through her profile
and you instantly see yourself engaging in
luxuriously-curated, profoundly-tasteful content.
In an interview with *Grazia*, Hanna tells us

about her decision to create mindful content in conjunction with her lifelong passion for inspiring others in her own little way.

GRAZIA: What prompted you to take up luxury fashion and lifestyle blogging? HANNA KHAN: I feel like I have always lived this life, exploring new things, sharing my knowledge and suggestions with people around me, and inspiring them in my own small way. It probably started with my friends and family and then random acquaintances telling me I should be a blogger. I realised there is enough of a demand for it and decided to explore the opportunities associated with it.

G: Describe your personal style. HK: It's super lux. I think it is a more millennial take on a classic aesthetic. I like adding a twist of sexy, but in a very subtle way.

G: What has been your favourite luxury purchase, so far?

HK: It would have to be the Classic Maxi bag from Chanel. It has a timeless appeal and is a true

investment piece. It's also an all-purpose bag that I would probably hand down to my daughter.

G: An Indian designer's ensemble that you love the most.

H: My favourite designer ensemble is a bespoke Ohaila Khan *anarkali* that she custom-made for my *roka* ceremony. The outfit holds a very special place in my heart not just because it was designed by my sister but also the attention to detail and the process that she involved me in.



MEGHA AND JIGAR

Designer duo, Megha and Jigar brings to you a unique blend of festive and traditional silhouettes with a contemporary twist, illustrating the true elegance and luxury of today's modern woman who is both soft and bold.

These hand-embroidered lehengas, sarees and and sharara infused with banjara feel cuts, ruffles, geometrical patterns and mirror work with impeccable finishing, representing the classy and contemporary looks which are truly inspired by the beautification of flowers and leaves and the sun beaming through it, making you shine even brighter this season.



OCTOBER JAIPUR





DOWNLOAD YOUR FAVOURITE **MAGAZINES FOR FREE!**

Stay Indoors. Stay Safe.



worldwidemedia.in

GRAZIA **FEMINA** TRENDS **FILMFARE GoodHomes**



Photographs IMAXTREE, Senior Graphic Designer KRISHNA PRABAKAR



FRESH START





GRAZIA | FASHION

Midi dress, harness belt, leather boots, all Alexander Mcqueen; diamond and pearl embellished white gold earrings, white gold ring, embellished ring, pearl embellished ring, diamond encrusted rings, all Giorgio Visconti; headband, vintage





GRAZIA | FASHION

Sequinned dress, Celine by Hedi Slimane; diamond embellished white gold earrings and bracelet, gold necklace, brown diamond embellieshed rose gold bracelets, set of yellow gold and diamond rings, all **Dodo**



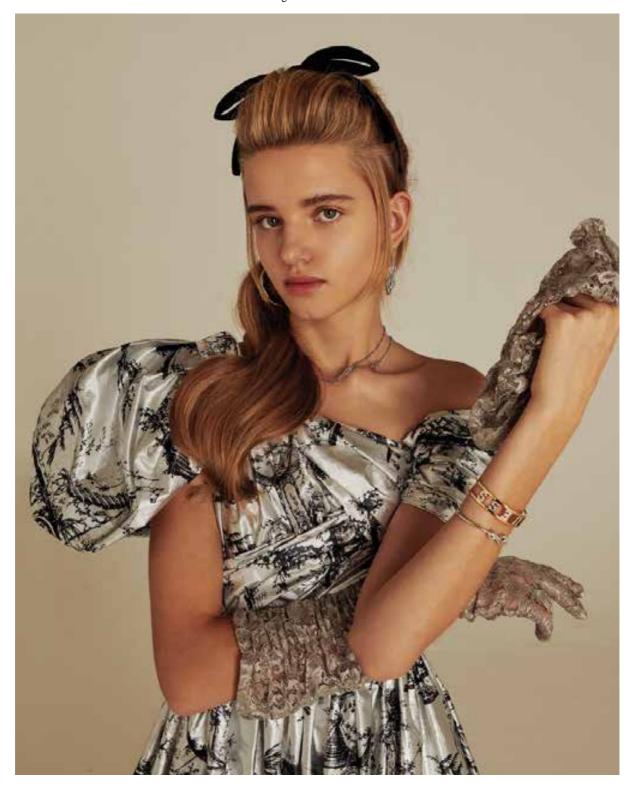






Off-shouldered dress, **Emilia Wickstead**; vintage headband; crystal embellished, rose gold-plated drop earrings, necklace and bracelet, **all Boccadamo**

Draped dress, Erdem; embellished earrings, necklace and bracelet, gold-plated cuff, all Guess; lace glove, vintage Giambattista Valli









Zirconia embellished earrings, embellished bangle, embellished cuffe, all **Rue de Mille**; Off-shouldered dress, **Alexandre Vaulthier Couture**

Model KATE PAOLA at FABBRICA make-up RACHID using GIORGIO ARMANI BEAUTY hair MAURIZIO KULPHERK at ETOILE MANAGEMENT Casting SIMONE BART ROCCHIETTI at SIMO BART CASTING





















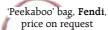




THE RESORT REPORT

All the emerging trends reflect designers delivering wearable classics

ver the years, Resort or Cruise collections have always been more experimental and imaginative of far-flung destinations, but the last year has made the fashion industry shift gears to rehash classics and saleable ideas that have stood the test of time. Resort trends were all about familiarity and optimism, and here are our favourites that made the cut.







Tunic dress, Uniqlo x Rina Singh, ₹ 2,490

Embroidered headband, Joey & Pooh, ₹ 3 700





Your Instagram feed was probably full of fellow hunker-downers baking bread, knitting sweaters, and gardening? Cottagecore, the backto-nature movement, brings to the spotlight wafty white prairie dresses and peasant blouses with a heavy focus on sustainability. Take your cues from Oscar de la Renta, Cecilie Bahnsen, and Gabriela Hearst, who showed homestead-inspired collections.



Linen jacket, **Eka**, ₹ 25,000





















aist-up dressing is here to stay in 2021, and the trend is having a revival in the Zoom age

– a boon for jewellery lovers. And our favourite brands are playing with pure forms and
taking geometric shapes to new places. Pieces from the Dior Haute Joaillerie: Rose des
Vents collection will make for great additions to your trinket box. Victoire de Castellane,
the creative director of Christian Dior's fine jewellery division, presents the familiar iconography of Rose des
Vents in new creations enriched with mother-of-pearl and malachite. These lucky pendants, collected over a
lifetime of milestones, are best worn as close to the skin as possible.

Amrapali Jewels has also unveiled its new jewellery collection – a gorgeous mix of art and technology, inspired by chrome photography which shows the movement of an object in a sequence. Each piece is individualistic and drawn on an eclectic mix of influences, plated in rose gold, popping with a cool colour palette in delightful forms, and having a unique visual effect of two-tone enamelling, in silver.

If you ask us, you can never have too many sunglasses. Thanks to Kering Eyewear and its latest additions - Chloé and Dunhill - to its extraordinary portfolio, there's a shape that will suit nearly everyone and the moody lens colours mean they will work just as well for summer, too. The new Dunhill Spring/Summer 2021 eyewear collection features a curated selection of frames, characterised by contemporary craftsmanship, precision and the subtle use of signature motifs; reflecting the British House's heritage of innovation and attention to detail. Inspired by the legendary style of British icons from the 70s and 80s, the collection conveys a new vision of sophistication with a subversive approach to proportion and fabrication. Combining utility and elegance, classicism with modernity, shapes are engineered with intricate detail.

EYE SPY

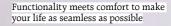
Spring-Summer 2021 eyewear collection merges 70s bohemian spirit and effortless elegance while elevating the Maison's vision of modern femininity. The shapes are fluid and lightweight, luminous and joyful. Seasonal tones embrace a delicate and poetic palette fluctuating between warm nuances and vivid accents combined with the gradient shades of the lenses.

On the other hand, Chloé's

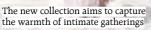




premium down insulation for long-lasting wear and warmth. The USP of this outerwear staple lies in the hidden compartment within the collar that allows this high-performance jacket to convert into a comfortable neck pillow in under a minute! With unique features and functionality geared toward making customer's lives as seamless and effortless as possible, the TUMI PAX has easy packability that make these styles ideal for travel, commuting, and everyday outings. The key collection styles include the Patrol Packable Travel Puffer Jacket for men in solid and camo hues, and the Clairmont Packable Travel Puffer Jacket for







Delicate Touch

Designer duo Pankaj & Nidhi have launched a new collection, 'Fleuressence', for intimate gatherings at home. Threads of silk and gold are intricately hand-embellished on translucent tulles and diaphanous organzas. The patterns are drawn from ornamental forms of flora, inspired by French court textiles of the 17th century. The colour palette ranges from blushing peach and seashell pinks to mineral blues and hints of mint. Each silhouette offers a classic canvas for the delightfully detailed embellishments that the brand is so well known for – gorgeous full-length skirts and lehengas, jackets in waist and midi lengths, feminine halter neck blouses with flowing pants, romantic sheer blouses with voluminous sleeves, and a mix of wearable separates.





SLIDE SHOW

From couch to kitchen, for errands, socially-distanced gatherings, and everything in between — a comfy pair of slides is your fail-safe companion



Double strap, **Zara**, ₹ 3,790



Quilted, **The Cai Store**, ₹ 1,399



Quilted, **Louis Vuitton**, price on request



Jacquard, **Dior**, price on request



GRAZIA | FASHION

THE WAY WEAR... WHITE DRESSES









Knit dress, **Zara**, ₹4,990



Leather handbag, Marni at www.yoox.com, ₹ 54,037 approx



Velvet scrunchie, Accessorize, ₹ 645



Much more than a trend, but rather a recurrence irrespective of the season, the classic white dress is fast becoming a fashion statement. From free-spirited bohemian styles to chic resort-ready iterations, and do-it-all pieces that can work from day to night — Cruise 2021 collections paid special attention to this ubiquitous and versatile piece. Dress it up with some OTT jewels or pare it down with comfy flats — there's no wrong way to style a white dress this month.





Midi dress,

H&M, ₹ 2,999

CHICONOMICS

Great style picks, all under ₹ 5,000













1 Leather handbag, Hidesign, ₹ 2,195
2 Acetate sunglasses, Owndays, ₹ 3,990
3 Denim skirt, MellowDrama, ₹ 4,800
4 Midi dress, Indya, ₹ 1,900
5 Drop earrings.
Trinketz by Cynthia, ₹ 3,299
6 Embellished necklace,
Accessorize, ₹ 1,495
7 'Liz' sandals, Oceedee, ₹ 2,499
8 'Westlyn' wrap blouse,
Forever New, ₹ 4,400
9 Hardware embellished belt,
American Eagle, ₹ 1,999



5





8

6

There's no better way to start the New Year than with a reinvented classic that resembles a work of art



BEAUTY



Where we spotted it
Dries Van Noten's SS/21 showcase.

Why we loved it

It's a great way to feel a little extra, without putting in too much effort.

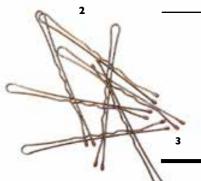
Ways to work it

- 1. Wash your hair with a hydrating and protecting shampoo-conditioner. Because you'll be heat styling, nourishing your hair is important.
- 2. Work a strong-hold styling cream, wax or foam through your towel-dried, damp hair. Be generous and apply it from the mid-lengths to ends. Iron your hair straight.
- 3. Separate the front section of your hair using a tail comb. Using a flat iron, create an S-shaped bend in your hair. Hold the iron over it for a few seconds to set the shape. Continue this through the entire front section, creating bends in opposite directions to create a full 'S' shape.
 - 4. Once you're happy with the form, set it in place with hairspray.
 - 5. Place clusters of coloured bobby pins through each bend to accessorise and accentuate the style.

1 TIGI Custom Care Shampoo and Conditioner, ₹ 1,600 and ₹ 1,800 respectively, 2 Schwarzkopf Professional OSiS+ Flexwax, ₹ 725 3 Bobby pins 4 Vega Tail Comb ₹ 99 5 L'Oréal Paris Elnett Satin Hair Spray, ₹ 750 6 Ikonic Gleam Hair Straightener, ₹ 7,500

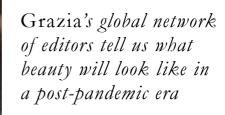


Photograph IMAXTREE.COM, Compiled by HENA DESAI



THE BIU





here's never been a more tumultuous year than 2020 (to say the least) - and even as we enter the New Year, the pandemic continues to impact several areas of our lives, including our beauty routines. We'd all sign up for a 2020 do-over if we could and as much as we hate to admit it, the year did teach us a lot - cooped up indoors, people all over the globe learnt how to be their own hairstylists, mastered the fine art of 'Zoom make-up', and embraced 'shabby-chic' as the new glam. Around this time, we'd usually be sharing trend predictions for the year ahead, but with face coverings going nowhere in the near future, what does 2021 hold? Read on as Grazia editors from nine different countries come together to discuss how the pandemic has impacted beauty habits in their country and share what's set to rule the charts in the coming months.



L'Oréal Paris Magic Retouch Root Concealer Spray, ₹ 299 (75 ml)

JOELY GABRIELLE WALKER

Beauty Editor, *Grazia* UK

"A recent Grazia UK survey revealed that 9 in 10 believed that their beauty routine was a valuable form of self-care. I think this is really poignant and will hopefully finally put an end to the 'it's just lipstick' rhetoric that has always seen beauty valued behind fashion. Beauty can be escapism; it can empower; it can give us joy on the darkest of days.

With most of the world unable to get to their beloved salons for much of 2020, heads were (quite literally) turned to at-home solutions for colour. We saw a spike in root touch-up sprays, and when Eva Longoria took to her Instagram account to show her followers how quickly and impressively the L'Oréal Paris root touch-up spray masked her greys, mania followed. Indeed, it was one of our most clicked beauty stories of the month on *GraziaDaily. co.uk* and the product swiftly sold out on *boots.com* and Superdrug.

The surge in skincare-grade make-up is going nowhere in 2021. Now, we expect much more from our make-up – it's not enough that the pigments are vibrant and long-lasting, we want the ingredients to work harder, too. From primers that are on par with luxe moisturisers to lipsticks with conditioning benefits, any new make-up launch will have to provide true bang for its buck."



MANON MEYERING

Editor, *Grazia* The Netherlands

"Products for 'maskne' were big in 2020 to treat acne caused by wearing a mask. But it was also the year of beauty tools that you could use at home.

Now more than ever, we need to take good care of our bodies, speak loving words, think positive thoughts, and keep believing in our self-healing abilities.

No more filters, cover-ups or faking a glow – real, authentic skin is going to play a major role now. We've learnt to take good care of it, but I believe we will step away from unrealistic looks as we find beauty in self-acceptance, loving the skin we are in. If we do use make-up, it will just serve as an addition; pores, texture can all shine through it."



KAROLINA HERING

Beauty Editor, Grazia Germany

"Creating a home spa vibe was big last year. Tools like the Biomsis Skin Diffuser, which cocoons your face overnight, eco-beauty, and Zoom make-up were definitive. Mochi or Dolphin skin - which involved a glow derived only through skincare – was also very hot for a minute.

2020 taught me that less is more, even with skincare - it can cause skin conditions like perioral dermatitis - and even highlighted the importance of mental health. It also taught us to stay away from at-home haircuts!

Covid-19 brought in a new wave of digitisation, so we're going to see a lot more e-shops, virtual testing and more such innovations that are going to change how we buy beauty products. Crazy, artsy eyeliner, and personalisation of products will also blow up."

"2020 was the year of the brow. Whether they were laminated, microbladed or left untouched save for a swipe of gel, brows underwent a major transformation from the super-sculpted style we've become accustomed to seeing on Instagram. Luckily,

Middle Eastern women are blessed with naturally full brows and have been able to go bare, while some of us (guilty!) are still willing our over-plucked hair to grow back.

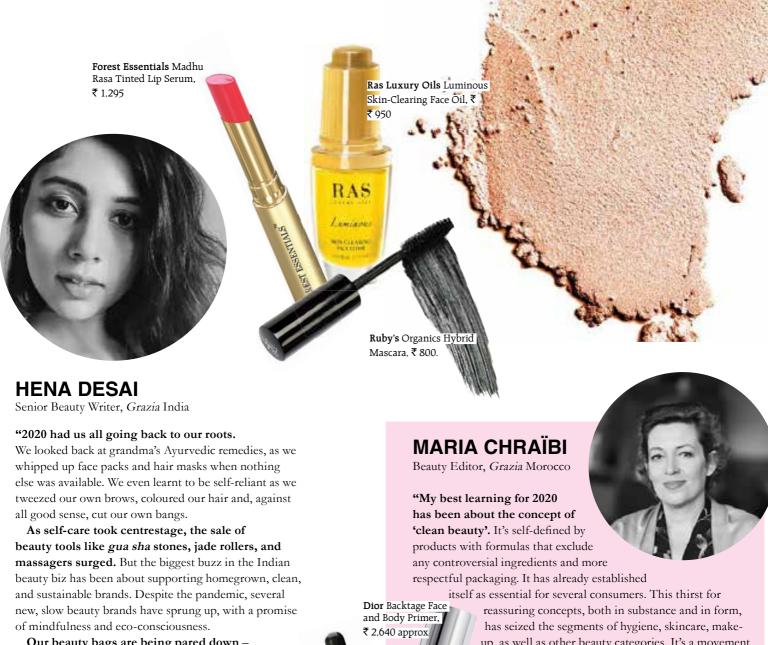
Some call skincare an obsession, I call it self-love. This year has further cemented my love for skincare thanks to endless days spent sans make-up during lockdown. It has taught me that flawless make-up application begins with skincare and that more doesn't necessarily mean better. I've ditched my ten-step routine in favour of a simpler cleanse-tone-treat trio, and I couldn't be happier – Fresh's Soy Cleanser is my go-to, followed by Pixi's Glow Tonic and Dr. Jart's Ceramidin cream. I've also learned that skincare isn't just for the face. Yes, I'm now *that* woman who spends 20 minutes post-shower lathering themselves in lotions and potions.

Luminous healthy skin will be the star of the show in 2021. The pandemic has shaped much of our new world and beauty is not exempt. I expect the less-is-more approach that has arisen out of the quarantine era to continue. A dab of concealer, a swipe of brow gel, a light coat of mascara, and SPF is all we'll need in 2021."

Cream, ₹ 3,520 approx

PIXI Glow Tonic, ₹ 1,480

Fresh Soy Face Cleanser, ₹ 2,790 approx



Our beauty bags are being pared down -

specially as we've learnt to let go of the excess and live on only that which we absolutely need. The year 2021 is set to see a rise in sustainable, multi-tasking, custommade products that are tailored to your exact needs, allowing you to use less yet achieve so much more. Gone are the days of heavy make-up; we're gravitating towards minimal styles with transfer-proof products that give us a radiant glow yet are super-easy to create and maintain behind the mask."

up, as well as other beauty categories. It's a movement that has a lot to offer. It lays the foundation of a new era marked by the health crisis.

Buzzworthy products according to me were the Luna 2 Brush for cleansing oily skin and its anti-ageing action. The Dior Primer Backstge and Lancôme Idôle perfume were also quite popular.

The year 2021 will be about discovering noninvasive, painless laser treatments. Take for example Le Genesis, which warms the upper dermis (the layer directly under the skin's surface) to stimulate collagen to improve the appearance of your skin."



Skinor Rosehip Oil,

price on request

GRAZIA | BEAUTY



The Ordinary AHA 30% + BHA 2% Peeling Solution and Niacnamide 10% + Zinc 1%, ₹ 662 and 515 approx

KATARINA M. BAJT,

Beauty Editor, Grazia Slovenia

"Unfortunately, Covid-19 didn't allow us to enjoy new beauty discoveries in our country. The big thing though is that people are now getting familiar with serums and active ingredients in skincare. Brows - well-shaped and bold - are another big thing. Now, absolutely new, permanent manicures are all the rage – women in my country love it.

Personally, I tried a new brand last year – The Ordinary. I knew of this brand earlier, but didn't get a chance to test it. Safe to say I'm impressed, and will stick to its original active formulas that work on the skin effectively that even I, my worst critic, can spot the difference.

I'm certain women will be searching for multi-tasking beauty products. Also, I'm certain women will pay more attention to skincare as opposed to make-up. Another logical step: We will become more self-sufficient. We will have to learn to take care of ourselves more as some beauty and hair services will probably be limited in the near future."





ZAHRAA SAIFULLAH

Editor-in-chief, Grazia Pakistan

"We believe the packaging and design of all beauty products will now be more e-commerce friendly. Even before the pandemic, brands were under pressure to overhaul their product-innovation pipelines. Now, the need for speed is even greater.

Our learning this year revolved around re-evaluating what is important and focusing on it. Self-care, physical and mental health should continue to be at the top of our priority list.

We are expecting a surge in eyelashes, mascaras, eyebrow kits, and eye shadows. With the introduction of transparent masks and shields, there is expected to be an increase in 'long-lasting' make-up. There will also be massive demand for smudge-proof make-up products."



"In Bulgaria, more than ever in 2020, skincare routines became a must. As an observer, I can say that being at home for so long gave me time to dive into skincare not just as a need but as a well-being religion. Shelves packed with amazing skin products and supplements are the new luxury, the new must-have for every modern woman.

We all need to relax, take time off, to be present and nothing more. I believe all of this applied to my beauty regimen in a rather complicated 2020. I learned that my skin needed a break from all the lovely cosmetic products that I use. Yes, I try to pick the best skin products for my skin type but my skin needs time to reset. So, undoubtedly, one of my biggest beauty learnings from the last 12 months is that it is good to give your skin some time to restart. For example, once a month, avoid using anything on your face for three days. Instead, drink water, enjoy a warm cup of tea, and forget about white cosmetics for a bit.

It's all about the eyes! We use make-up as a statement to enhance our personality. Unfortunately, the times we live in has been characterised by new rules, and wearing a face mask is one of them. Hiding behind masks, we have to find new ways to express our personality while turning our focus to newer areas where we can up our make-up game. I believe 2021 will be about bold eyes. Everything that can enrich our look – mascaras for volume, brushes for perfectly blended colours, and eye-shadows that pop...let's have fun with the eyes."



LESS IS MORE SKINCARE > MAKE-UP **GROOMED BROWS FUNKY** EYE MAKE-UP **HEAVY**MAKE-UP **FILTERS** INVASIVE SKIN TREATMENTS LIPSTICK



or 28-year-old Nikita (name changed on request), posting a picture on Instagram seems implausible without some FaceTuning - "As much as I hate to admit it, my double chin needs hiding and the jaw needs to get sharper for likes. FaceTune is cheating, but it's the easiest option right now." He's not alone – in a world dominated by social media likes and filter-induced reality, we're all chasing perfect facial features, and the first thing everyone's lusting after? That killer jawline. And in pursuit of it, tons of people signed up for cosmetic procedures, like chin tucks and face sculpts, but over the last two years, facial tools like jade rollers and

gua sha stones have entered the game with the same claim. They're everywhere - beauty experts and influencers are always recommending it, and they're part of everyone's selfcare kit now. In fact, my own routine feels incomplete without a chilled gua sha stone touching my face. But the million-dollar question is – are they really a match for botox?

The biggest allure of facial tools is that they're non-invasive, free of side effects and easy to use, a natural alternative for anti-ageing. Plus, you never have to worry about a botched job. And loyalists swear by their effectiveness - Vibhuti Arora, face yoga expert and founder, House Of Beauty, says, "At-home facial tools are a

revolution in skincare, they assist in boosting collagen and delaying ageing. Tools like the gua sha or the 24K face massager (that has 6,000 micro vibrations per minute) are great to cut through the fat of your cheeks or double chin and help in naturally sculling, toning, and tightening skin." She explains that, "They aid in lymphatic drainage, which in turn clears your complexion and boosts glow. They help in chiselling the nose muscles too." So if you're looking for some de-puffing action or light lifting, these may be good investments. But the results may not be comparable. Dr Simal Soin, aesthetic

dermatologist and founder, AAYNA Clinics, is of the opinion that they cannot substitute surgical processes or botox. "Gua sha has been touted as 'natural botox', purportedly helping reduce fine lines and wrinkles. Those with deeper lines will not suddenly see their wrinkles disappear with merely the use of facial tools." She goes on to explain that clinical treatments actually repair the skin by boosting collagen production, the results of which are long-lasting and proven, whereas tools stimulate microcirculation to temporarily soften fine lines and smoothen the appearance of skin."

> But all that religious rolling isn't totally useless- my line-free forehead and the words of this dermat are proof - "Facial tools should be seen as a part of self-care routines rather than replacements for inclinic treatments. They can aid in

lymphatic drainage and stimulate blood circulation to improve skin health." For eliminating double chins fully, she still points out that clinical procedures might be best – whether it's non-invasive collagenboosting radio frequency treatments like thermage or a combination of botox and hyaluronic acid fillers.

Bear in mind that no matter what you choose the effects of both are temporary. The difference, however, is that while facial massages require daily discipline, botox may be a set-and-forget type of a deal, at least for a couple of months. Plus, with jade rollers and the likes, you have to set aside a couple of minutes every single day, and based on

> your skin type, age, and concern, you'll gradually notice a difference. As Arora says, "Consistency is important. Think of it as physical exercise, you have to do it at least thrice a week for maintenance."

> Though jade rollers find pride of place on our bedside tables, the jury's still out on whether they'll overhaul your skin and chisel your face. But we can all agree that they make for fantastic feel-good and luxurious additions to our skincare routines, especially with the calming, soothing and plumping action that the crystals bring. It won't hurt to try them out - you've got nothing to lose after all, except some muscle tension and fat, which we're all happy to get rid of anyway.

DO IT RIGHT

The key to achieving results with facial tools is getting the technique right. Grab yours and start by following Arora's 1-minute routine: "Warm oil in your palms and apply it all over the face. Using your palms, stretch your face and apply pressure upwards from the jaw, cheek, and under the eyes. Repeat thrice. Start with forehead swipes in opposite directions with firm pressure (20 times). Make swipe up motions (thrice) along the under eyes to drain puffiness and toxins. Make a C on your neck and massage six times for lymphatic drainage and toning."

OW YOUR TOOLS

JADE ROLLER

It's great for product absorption and destressing the skin. Face Rituals Jade Roller, ₹ 1,800

GUA SHA

There's better surface tension, which means more hardcore draining and sculpting action. Ras Luxury Oils Gua Sha Stone, ₹ 1,200



VIBRATING BAR

The micro-vibrations from this batteryoperated tool are great to energise the face and reduce wrinkles.

House Of Beauty 24K Face Massager, ₹ 2,100

KANSA WAND

These are great for de-puffing and detoxing the face, offering an instant illusion of a lift. Ohria Ayurveda Kansa Wand, ₹ 2,500







n the quest for good health and great skin, we've given up tons of things - we quit dairy, cut down on sugar, held back our liquor, and even found ways to manage caffeine cravings. But as it turns out, people are giving up one more thing to get that glow on - their skincare products. Strange as it sounds, a new complexion-clearing trend is doing the rounds on Instagram - skin fasting. Think of it as a different kind of January detox, one for the skin rather than the body. Its popularity does hold some merit - it involves taking a break from your usual, elaborate skincare routine to give your skin a chance to breathe and reset. It's not a new practice; but because 2020 saw major shifts in beauty practices (first, we neglected it to focus on the stress of the pandemic, and then we were guilty of going overboard), this trend is back and buzzing.

WHAT EXACTLY IS IT?

Don't go by the name – in this case, 'fasting' doesn't mean going cold turkey on your skincare routine. It's more like trying a less-is-more switch to cut down excess and product use, irritability and boost your skin's natural recuperative processes. "I tried it out at a time when my skin was feeling over-exfoliated and just unhappy," says Isha Sanghvi, a digital content creator (@theskincareproject). "That's when I decided to try a skin fast detox curated by The Dearist (@thedearist). I felt my skin

needed a break from chemicals and acids. It felt a lot calmer and healthier at the end of the fast," she reports. Even celebrities are advocates of minimal routines, and you

can see that in their product lines
too – Rihanna's Fenty Skin is a line
with only three CTM products
while Pharrell William's
Humanrace is also a three-step
routine that promises to do it
all. But as is the case with every
skin trend, whether it works
or not depends entirely on your
skin type. For some, switching
to a simple two-step regime has
helped reduce persistent issues like
acne, whereas for others, staving
their skin off products has only made
matters worse.

DO DERMATS APPROVE?

Dermalogica

₹ 5,000

Bobbi Brown

₹ 2.500

Extra Lip Tint,

Prisma Protect,

"Like most fads, it's catching up but as dermatologists, we rarely recommend a skin fast. If you're on a regimen that is working for you, there's really no logical reason for you to go off it," explains Dr Chytra Anand, celebrity dermatologist and founder, Kosmoderma Clinics. "We recommend taking a break from it only if your skin is feeling irritated or congested.

This is also done slowly, stopping one product at a time, to determine the irritating factor." The gradual break also allows your skin to adjust to the change, and it's less likely to react badly.

Most agree that while a 'fast' may be unnecessary, a 'diet' may not be a bad idea from time to time. Sanghvi shares doing the same too, "My pared-down morning routine consisted of cleansing with my regular cleanser, toning with rose water, moisturising with aloe vera gel, followed by SPF. My night routine was the same too, minus the sun protection. I did, however, miss my acids since I was dealing with congestion." This simplified routine is ideal for those guilty of overloading their face with products and are unsure of what works and what does not. Dr Anand adds, "I advise my patients to cut back on products for three to five days. I then observe their skin and decide on what to hold back or add." If you pay attention to what your skin is asking for, and also take care of additional factors like a good diet, exercise and sleep, you may see favourable results with these short detoxes. In fact if it works for you, it may even be kind on your pocket. Whether or not you choose to try it, keep Dr Anand's advice in mind, "The key to healthy skin is constant care, a good routine and moderation."

TRIED & TESTED

"I reacted to this new trend like any other skincare junkie would – with scepticism. After finally finding a Holy Grail serum, parting ways with it sounded absurd. But because I was constantly trying new things, giving my face a small break felt like a good idea. For five days, I only used a cleanser, moisturiser, SPF and lip balm. Did it drastically change my skin? No. But it did help me realise that you don't need a lot of stuff for good skin, you just need stuff that does a lot. Plus, it was one of those rare chances when I could slack off on skincare guilt-free."





lucky to speak to many scientists. I sit on the advisory board of The Sustainable Angle and help to educate from my own social media platforms and by speaking on panel discussions and roundtables. I'm fascinated by the fashion supply chain and hope to play my part in ensuring the fashion and beauty industries work toward a regenerative future. Consulting brands on how to transition into this regenerative future is my passion. I love to see the results.

read books, watched documentaries and been

G: How do your ideals resonate with Aveda, especially as it transitions to being 100 per cent vegan?

AM: Aveda and I have so much in common. We share the goal of a regenerative future for our planet Earth and I'm over the moon to represent them.

G: Do you think beauty brands and campaigns are instrumental in change? AM: I see that the beauty industry is waking up to the fact that consumers are becoming more conscious and interested in buying

healthy products. The fashion and beauty industries have immense influence and I know that we can drive change quickly to help our Earth regenerate if

we garner support from these industries.

G: What simple switches do you advise to make your beauty routine ecoconscious?

AM: I advise people to buy organic products because that ensures the Earth is well taken care of at the farmer level. This is of prime importance.

FORCE OF CHANGE

▼ ver since its inception in 1978, Iplant-based hair and personal care ■ brand Aveda has been loved for being cruelty-free. As we step into the New Year, the brand has announced that all of their products across categories are set to be 100 per cent vegan. By going vegan, they've stopped using two of the most commonly used animal ingredients - honey and beeswax. And that's not all - the brand has also signed on Arizona Muse as their new global ambassador. Model by profession but activist by heart, Muse has been vocal about the climate change crisis and is an advocate of sustainable living. We spoke to her about her association with Aveda and what she thinks of their new eco-conscious transition:

GRAZIA: When did you first start thinking about the environmental impact of the beauty and fashion industry? ARIZONA MUSE: I started consulting after spending six years educating myself about climate change, fashion sustainability and everything that entails. I've taken a course from Cambridge on sustainable business management,

MADE TO ORDER

This brand new service takes the idea of having a signature scent to another level



here's a certain romance to having a signature scent – perhaps that's why the idea of perfumed, handwritten notes is so special, a comforting reminder of how a loved one feels through their smell. More than the sentimental allure, customisation also takes away the guesswork out of finding a perfume that's just right for you. But creating a good-quality bespoke scent isn't always that easy, until

now – Louis Vuitton has announced their Haute Perfumery service to create personalised scents for the luxury-obsessed.

And here's the highlight of the service – it all begins with a consultation with the brand's master perfumer, Jacques Cavallier Belletrud (he's one of the most famous 'noses' in the world, and is credited for creating some of the world;s most famous perfumes like Issey Miyake L'Eau d'Issey, Giorgio Armani's Aqcua Di Gio). "I wanted to offer our clients the possibility of wearing a unique fragrance, made in my creative workshop," explains Belletrud. "To me, this bespoke Haute Perfumery



service represents the essence of the House, because ultrapersonalisation has always been at the heart of Louis Vuitton." After ascertaining your likes, dislikes and lifestyle choices, Belletrud creates a custom concoction based on your preferences in his atelier at Les Fontaines Parfumées in Grasse, using the most exclusive ingredients from around the world.

It's a laborious process that takes several months, but it's undeniably worth the wait – the end result is a made-to-measure fragrance that is completely unique to you, tailored to your personality and delivered to your doorstep in a handcrafted LV trunk (with refills too, to curtail waste and promote sustainablity). Can it get more luxurious than this?

TREND ALERT

Have you tried matching your mani to your mask?

The face mask was undoubtedly the hottest accessory of 2020 – we learnt to turn this essential into a fun fashion statement by matching it with our outfits and even eye makeup, and now, style artists are dialling things up. Word on the street is that nail artists are matching their manis to masks, making it a fun, colourful form of self-

expression.

Even before Covid-19 hit, our nail aestheticians were used to working overtime with face masks on. But as designer masks took over, it was the perfect opportunity to get creative and spark a new trend. Surely enough, it's all over Instagram – everyone's showing off prints and hues that complement face coverings. And we know that even celebs like Billie Ellish are obsessed with this, as we saw her go matchy-matchy with an olive mani and mask at the Billboard Awards last year.

Whether it's print-on-print or a simple monotone vibe you're after, there's a variation that everyone can have fun with. Whatever your pick, you definitely need to get in on this safety-meets-style vibe.





The first-ever designer launched skincare line is here

Does your heart skip a beat at the thought of designer outfits? Then imagine what it's going to do when you learn that one Bollywood's favourite designer, Manish Malhotra, has launched his own skincare line, in collaboration with beauty giant MyGlamm. Of course it's

MANISH MALHOTRA

as luxurious as you'd expect, but the good part is that the products are made with ethically sourced natural ingredients, grown locally. It features everything from tulsi, methi, amla, haldi, kesar and gives age-old traditional remedies an artisanal twist to give you good-looking, healthy skin.



BRIGHT SWIPE

All that you need for a colourful start to the year

SEPHORA COLLECTION CONTOUR 12HR WEAR WATERPROOF EYE PENCIL GOLD HEART

Who says you'v is over. Kick-star — a single sw

Who says you've got to give up gold once the holiday season is over. Kick-start the New Year with a hint of this jewel tone – a single swipe of this smooth pencil is enough to deliver super-rich pigment that stays on for hours.

PIXI ENDLESS SILKY EYE PEN IN BROWN,

Not many know that while black kohl adds definition, it actually makes your eyes look smaller than they are. If you're looking to nail the bright-eyed look, try a brown pencil instead – you'll see the difference immediately.

₹ 1,190

₹ 1,450

M.A.C TECHNAKOHL LINER EYE LINER KAJAL IN AUTO-DE-BLU

If you have brown or hazel eyes, then teal is a must-try – this one in particular glides on like a dream, doesn't budge, and works well to create even the most precise looks.

BENEFIT COSMETICS BADGAL BANG! IN BLUE

Keen to get in on the trend but intimidated to get colour? Start off easy with this deep navy liner – it's perfect for formal day-wear and cool enough for a night-time smokey switch. Plus, no touch-ups needed.

₹ 1,910

₹ 1,975

MAKE UP FOR EVER AQUA XL EYE PENCIL IN MATTE PASTEL YELLOW

Pantone's Colour of The Year needn't be restricted to your outfits, you can wear it on your lids too. Go the extra mile by using it to create fun graphic liner looks — it'll make sure all eyes are on you, at all time.

GIVENCHY KHOL COUTURE WATERPROOF IN NO 5 JADE

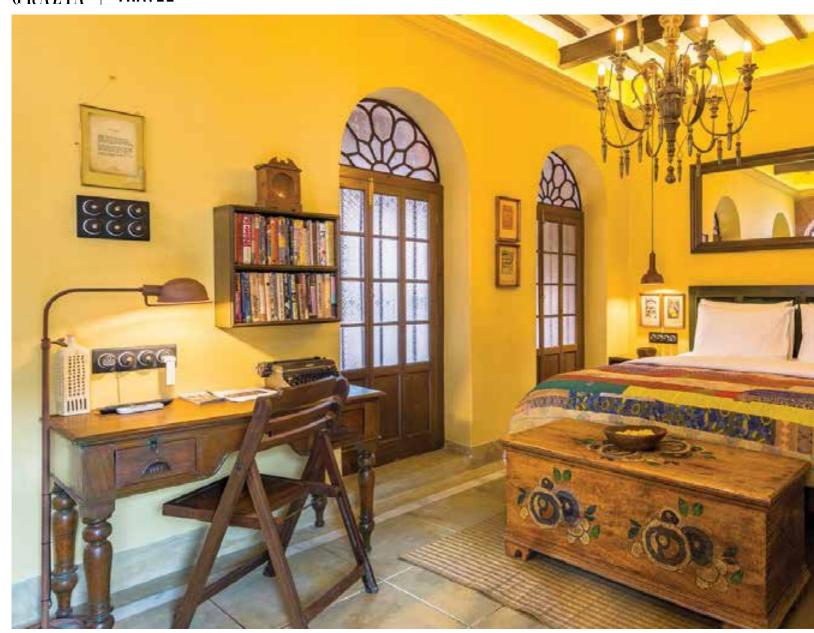
It's a bold colour choice, but you won't regret wearing it – trace it along your lids and lash line, and gently smudge it for an emerald smokey eye that's unusual, clean, and universally flattering.

₹ 2,075

MAKE UP FOR EVER



GRAZIA | TRAVEL





A handful of creative individuals are showing that it is possible to preserve architecture by modernising properties with local aesthetics

Words CHANDREYI BANDYOPADHYAY



chance meeting connected Nicholau Dsouza and architect Joydeep Mondal in Goa, in September 2020. The story unfolded as they came together to restore the first floor of a 156-year-old Goan home into a contemporary homestay, while retaining the ancestral Tipri home where Nicholau's mother currently lives. Now known as Quarto da Lua, the heritage house in Grande Morod, Saligao has seen a new lease of life as its residents decided to look after the house through a new lens.

Restorative design and heritage hospitality have been growing synchronously in India, with more and more families or individuals who are passionate about preserving the history and charm of ancestral worndown homes coming forward and getting involved in what seems like a long-drawn and tedious process.

In fact, Goa has become a hotbed for restorative design. Over the years, a number of native residents have taken an interest in redoing their homes while keeping the soul intact, yet fitting these properties with modern comforts and amenities. Cancio's House, a 400-year-old heritage property in Aldona (a quiet village in North Goa), is now run as a homestay by its owners, Roberto and Raquel. Their family has owned the house from pre-Portuguese times. Roberto says it is one of the first seven houses in Aldona, adding that it used to be a "safe house" in its heyday.

Goan homes face several challenges from the elements and require regular maintenance. According to architect Joydeep, "It is a completely different environment, where every single item you touch in an old home forms part of a story. It is possible to raise interest in restoration, keeping it eco-conscious with local materials and not making too many changes unless the structure demands it. Regenerative design is all about making use of what is already there and finding a better use for it and in the process upcycling elements and staying conscious of the design impact. With collective understanding and dialogues around the subject, we can achieve thoughtful spaces and homes, with minimal impact on its surroundings."



GRAZIA | TRAVEL



OLD & NEW

Thousands of miles away, in the dusty town of Karaikudi, The Bangala serves as a Chettiar stay and provides an outstanding meal experience to its guests. Run by Meenakshi Meyappan, the more than 100-year-old heritage home has been in the possession of her family for generations. Restoring an old clubhouse into a sprawling heritage hotel was no easy task, yet the passion to preserve its architectural legacy has helped the family retain its old-world charm. "We only use traditional Chettinad furniture and fabrics and are mindful of preserving what remains. These kinds of projects are long-drawn and usually fall over the shoulders of generations," says George – the manager of The Bangala. Meenakshi's family is committed to protecting the quaint heritage of their ancestral property.

However, most often than not, family disputes often lead to the decay of perfectly restorable properties, highlights Iftekar Ahsan – founder and CEO of Calcutta Walks, which promotes eco-friendly tourism and enthusiasm to travel, and takes you around the 'City of Joy' on foot. Ahsan, along with his friend Chris Chen, purchased a dilapidated three-storey building, which was constructed in 1926, almost six years ago and converted it into Calcutta Bungalow. The boutique townhouse has been restored from its original

structure by Ahsan and his friend, Swarup Dutta.

"We consciously bought and upcycled as many old and reclaimed items as possible since the whole point of the exercise was to celebrate a glorious era gone by. The reason we chose the building for Calcutta Bungalow was because the owners had not spent any money on keeping it in good shape. That gave us a gorgeous but derelict facade with which we could create the frontage we wanted", he says.

Challenges are aplenty when it comes to restorations. Skilled labour and financial constraints are the main points that should be considered, according to Captain Roberto Amaral of Cancio's House. "Preserving the antiquity of our home is our main focus and thus renovations and repairs always exceed our initial budgets," he adds.

The process of acquiring a disputed property and then restoring it becomes a cumbersome task, which includes local authority permissions, design approval, safety regulations and more such requirements. One can only go through the whole tedious process if one has their eyes on the future of what the structure can be, shares Ahsan.

"There are many challenges to giving an old structure a new lease of life, and everything you do must be true to the age, the aesthetic sensibility, and the structural integrity of the building. And eventually, one must trust the masons, the carpenters, and the plumbers to give you what you seek," opines Ahsan.

SIGN OF THE TIMES

In Madhya Pradesh's Bhopal, the Jehan Numa Group has spent 37 years in building a hospitality brand with one focus in mind: To showcase and preserve their heritage. Nadir and Yawar Rashid, the grandsons of General Obaidullah Khan, started the Jehan Numa Palace Hotel in Bhopal in 1983 with a dream to share their legacy with the world. Faiz Rashid, family member and director of Jehan Numa Palace Hotels says, "We need to ensure we maintain the original character of the hotel while moving with the times and upgrading our standards as per the demands of our guests. The family is involved with the day-to-day maintenance and upkeep of the property, which ensures the original design of the building is maintained."

Sandeep Bogadhi, founder of Earthling Ladakh and an architect, spoke about his involvement in the Nimmu House project,





which involved the restoration of a more than 100-year-old house in Ladakh into a boutique heritage hotel. Using local materials forms an integral part of the construction process in the mountains, and Nimmu House was restored using mud, fine quality timber, and stones sourced locally," he shares. For most ambitious architects, however, restoration projects are not the most appealing. Sandeep says, "Essentially, restoration projects are long-drawn and face many hurdles apart from the structure itself. It is also difficult to get skilled labour and craftsmen locally to work with such materials."

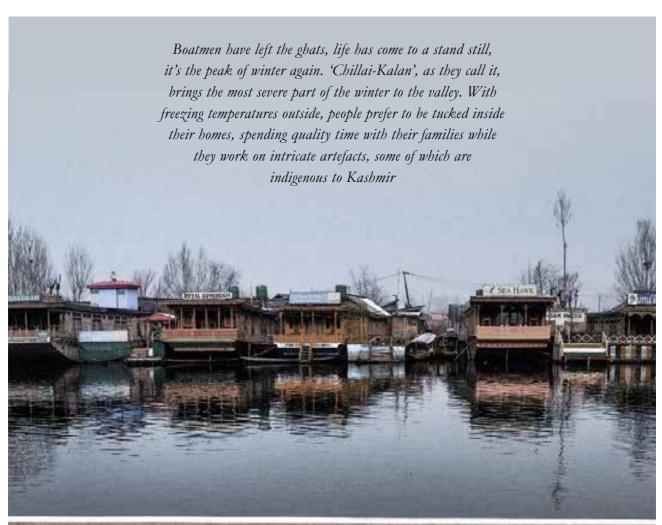
No matter the challenges, there is no lack of enthusiasm and interest in the younger generations of families who own heritage homes. A movement towards conscious preservation of heritage is evidently underway and it's only a matter of time before patience, adaptation, and timelessness become the cornerstone of something beautiful.

Everyday life



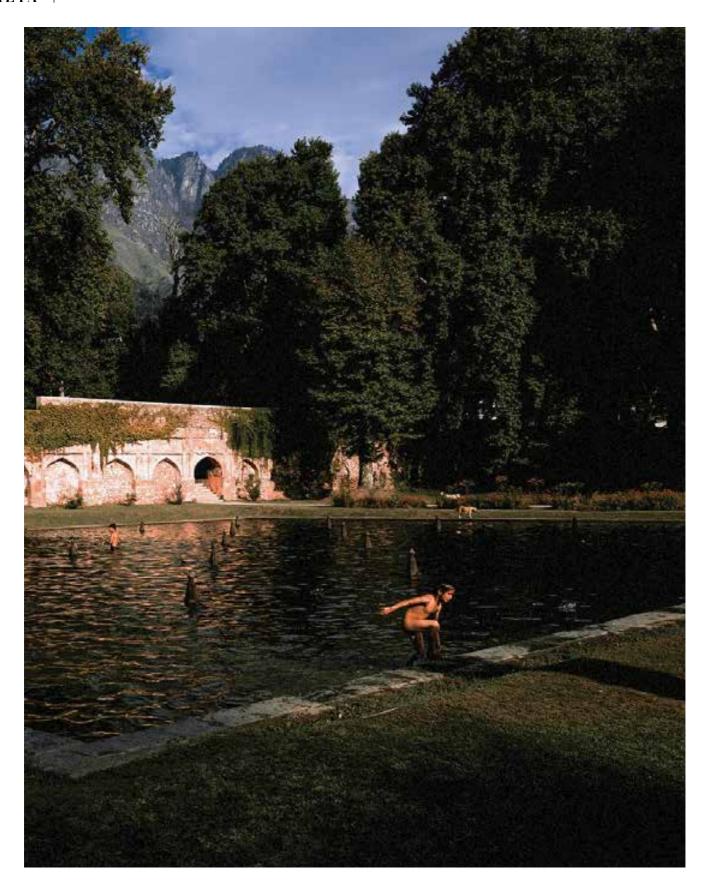
The sun goes down, the kanger comes out and a snow-clad Kashmir deals with challenges old and new

> Words & Photographs SARANG GUPTA





GRAZIA | TRAVEL



Skinny-dipping is never a bad idea. Mughal gardens get taken over not only by tourists but by the Kashmiris as well



The only way to embark on a Kashmir darshan in a day is to take the train from Banihal to Baramulla, which glides through the beautiful landscapes of the Valley

In the heart of downtown Nowhatta, the iconic Jamia Masjid of Srinagar is jam-packed on Fridays (jumma). But on any other day, you can visit and appreciate the architecture and the sheer scale of the monument. Despite having been destroyed and restored a number of times in the past, it still stands tall and beautiful - symbolic of the spirit of Kashmir and Kashmiris, in a way



Hoteliers of Kashmir are quite jealous of their business contemporaries, who operate afloat on water – the houseboat owners. Tourists prefer houseboats over hotels in Kashmir for obvious reasons. A houseboat is the melting pot of Kashmiri hospitality, culture, and heritage.



GRAZIA **TRAVEL**



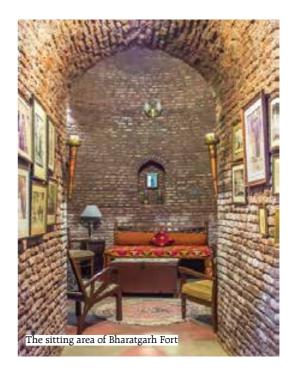
Destinations that offer unusual experiences are finding favour with travellers post lockdown. We discover three hidden gems in Punjab

Words AARTI KAPUR SINGH

ith the more and more people slowly emerging from the lockdown (and prepared for the new normal), travel is beginning to look up. One trend that is common to vacations and getaways across the world is local travel or short-distance travel. Travellers and tourists seem to be favouring road trips and journeys to rediscover what is around them. Places that offer unique experiences are giving confidence to travellers to start venturing out.

BREATHE IN

Imagine the luxuries of a hotel and the warmth of a home in one single place. That is Ranjit's Svaasa for you. A renovated and refurbished boutique property in the heart of Amritsar, Svaasa is a 200-year-old, well-appointed mansion belonging to the Mehra family. It was restyled into a well-appointed culturally-rich residence by the matriarch of the family, Rama Ranjit Mehra, herself an architect and conservationist. A cancer survivor and alternative healing practitioner (she also spearheads the wellness wing at the property, Svaasa Holistic Wellness), Mrs Mehra says, "The idea behind opening up our home to guests was to have discerning travellers get a taste of authentic hospitality and the culture of Amritsar." Small wonder then that the soothing



environs resonate in the attention to detail the staff and family are so particular about. So much so, that when a guest retires to their rooms for the night, there will be a bowl of soaked almonds or a handful of shakkarparas (a diamond-shaped sweet snack of crispy, flaky, fried flour cookies coated with crystallised sugar) on the bedside table. Not only that, in the cold weather, warm rugs (and not wall-to-wall carpets) are strategically placed so you don't have to ever step on a cold floor.

Mrs Mehra decided to open the gates of her palatial haveli to guests in early 2001. Within nine months, the qualified architect was ready with the refurbishment. Proudly detailing the process, she says, "I did not ever wish to change the structure or emotion of the original construction that used traditional Nanakshahi bricks. Even the wooden beams were so strong, that the workers had a tough time cutting them where they had to be altered a bit." Quaint curios, antiques, and objets d'art have been tastefully placed to make Ranjit's Svaasa a veritable museum that you can reside in. The artistic rooms and suites do not have numbers but are named after the illustrious ancestors of the family. The best thing about the rooms is the expansive spaces they occupy and are surrounded with. So, whether they are the Rai Bahadur rooms, the Svaasa Suite or Ratnavali Suite they will all open either to a courtyard, balcony or the terrace.

LIVE LIKE A ROYAL

What would it be like to live in an actual fort? What would it be like to eat from a platter knowing it is a veritable museum piece? At Bharatgarh Fort, you can do all this and more because it is one of the rarest standing live-in forts of Punjab.

Set amidst the Shivalik range in Ropar, a little more than an hour from Chandigarh, the magnificent fort commands an area of seven acres of land, with around 100 acres of scrub forest surrounding it. The USP of Bharatgarh is that a part of the fort still serves as the residence of the owners, Deepinder Singh and his wife, Maninder Kaur, descendants of Nawab Kapur Singh, who led the Singhpuria Misl (one among 12 constituencies of Punjab), and was the organiser of the Sikh Confederacy and the Dal Khalsa, a formidable battle force.

The construction of the Bharatgarh Fort dates back to 1783. What is spectacular is that the original construction of the fort has not been altered in any major way, except for probably the water pipes and minor civil work. This beautiful heritage homestay (or fort-stay) has been painstakingly preserved by the descendants and family of Nawab Kapur Singh.

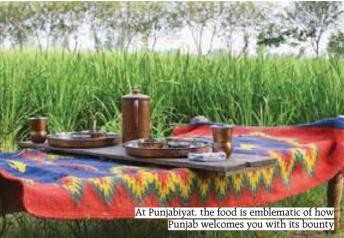
As Maninder Kaur, who looks into every single detail of the day-today running of the property says, "At Bharatgarh, we want our guests to partake in our heritage and culture. Which is why we are also particular about checking the purpose why someone would want to make the effort to travel here. This is also why they value the authentic heritage experience that we offer."

The bar area here is worth mentioning. Once a storeroom or dungeon, not an inch of the walls has been altered. It is well appointed with old memories in the form of photographs, cameras, and moments from a bygone era.

THE SIMPLE LIFE

Punjab is most famously known as the 'Food Bowl of India' - where life on a farm is full of activity and adventure. If you want that authentic rustic farm experience, try Punjabiyat, which is about an hour's drive from Amritsar. The name of this farmstay translates to 'essence of quintessential Punjab'. It is an ode to the rich and effervescent large-heartedness of Punjabi culture. Set amidst lush green fields and dotted with long canals, the Punjabiyat allows guest to reconnect with their roots, experience the laidback tranquillity of farm life, and experiencing rural idylls amidst unpretentious luxury. Four standalone cottages are aesthetically styled in typical Punjabi architecture and interiors. The idea is to amplify the expansive views of the huge stretch of farmland that surround this property.







This is fertile land close to the Beas river where wheat, rice, mustard, and sugarcane are in abundance. Stylish and yet sober and simple, these high-ceiling cottages leave no stone unturned in maximising the experience of a stay at a farm. If you thought luxury would be compromised, think again. Each of the cottages come with an en suite bathroom, a covered front deck and a private open-rood terrace from which you can enjoy clear views of star-spangled night skies. The aroma of fresh makki ki roti with saag plucked from the adjoining fields will soothe your soul while that tall glass of fresh lassi will lull you into a blissful sleep.

BIG BYTE

All the tech we're crushing on this month



'Electric for everyone' is MG's confident catchphrase for its new foray in fully electrified motoring, which makes the MG ZS EV our car of choice for the New Year. It's designed for anyone who wants all the advantages of a zero-emission vehicle without compromising on new-age looks, and sophisticated styling. The range-topping model is adorned with MG's iSmart EV 2.0, PM2.5 air filter, rain-sensing front wiper, panoramic sunroof, and a bouquet of necessary safety features. It's safe to say we'll be road-tripping our way into 2021.



DYSON PURE HUMIDIFY+COOL ₹ 59,900

Sorry to break it to you, but the air in your home is a lot of what's floating around outside. But, making your home air-tight isn't necessarily the answer (you'd suffocate), but you can buy machines that purify and humidify the air indoors. Or, to save space, one that does both, like Dyson's new Pure Humidify + Cool. This gadget combines an air purifier, humidifier, and a cooling fan. It shoots the inside of its water pipes with UV light to kill 99.9 per cent of bacteria from the water before expelling it as vapour into your home. Its filters also last much longer.

SAMSUNG SERO ₹ 1,24,990

Ever wish your mobile screen was as big as your TV? Designed with millennials and the Gen Z in mind, Samsung's The Sero smart TV has the ability to switch its 43-inch screen between portrait and landscape orientation with the press of a button. The best part about this gadget is that it allows users to mirror what they are watching on compatible smartphones or tablets onto its big screen in portrait orientation. This means your Twitter feed and Instagram Stories videos can now be displayed in full glory, while scrutinising selfies





CANON EOS R5 ₹ 3,39,995 (BODY ONLY)

Canon's all-new 45 megapixel, full-frame sensor is at the heart of the EOS R5's superb image quality, leading to an impressive 8K DCI cinematic movie capture. This is hands-down Canon's best still camera for almost every style of photography you may want to try out. We say it's time to #UpgradeYourGramGame.

WHERE TO FIND IT

ADIDAS ORIGINALS www.adidas.co.in

AMERICAN EAGLE www.aeo.in

APARAJITA TOOR
Availabe at www.apprajitatoor.com

ASHISH ashish.co.uk

ATTICO
Availabe at www.lemillindia.com

ACCESSORIZE PALLADIUM, Lower Parel, Mumbai

BALMAIN www.balmain.com

BHAANE www.bhaane.com

BURBERRY Availabe at www.darveys.com

COURBAN SUBURBAN www.urbansuburban.in

COMUNIQLO www.uniglo.com

CHRISTIAN LOUBOUTIN Horniman Circle, Mumbai

CLINIQUE, Availabe at www.nykaa.com

CHRISTIAN LOUBOUTIN Horniman Circle, Mumbai

DIOR www.dior.com

DSQUARED2 Availabe at www.yoox.com

ESTEE LAUDER, Availabe at www.sephora.nnow.com

ERMENEGILDO ZEGNA Palladium, Lower Parel, Mumbai

FOREST ESSENTIALS, Availabe at www.forestessentialsindia.com

www.fendi.com
FOREVER NEW

FENDI

www.forevernew.co.in

GANNI www.ganni.com

GIVENCHY Availabe at www.nykaa.com

GUERLAIN, Availabe at www.sephora.nnow.com

GUCCI www.gucci.com

GRAINE www.ogaan.com

HAVELLS, www.havells.com

H&M

High Street Phoenix, Lower Parel, Mumbai

HERMÉS www.hermes.com

HIDESIGN www.hidesign.com

INOUTHOUSE www.outhouse-jewellery.com

ISHARYA

www.isharya.com

JACK & JONES Linking Road, Santacruz, Mumbai

JO MALONE, Available at Jo Malone Boutique, Palladium Mall, Mumbai

KIEHL'S, www.kiehls.in

KHANIJO Availabe at www.khanijo.com

LEVI'S www.levi.in

LANVIN, Availabe at Parcos stores across India

LOREAL PARIS, Availabe at www.nykaa.com

LUNE www.shoplune.com

LOUIS VUITTON
The Taj Mahal Palace, Mumbai

MALONE BOUTIQUE, Palladium Mall, Mumbai

MARKS AND SPENCER www.marksandspencer.in

MANGO, Phoenix Marketcity, Kurla, Mumbai

MISHO www.mishodesigns.com

MARQUES ALMEIDA Availabe at www.net-a-porter.com

MASSIMO DUTTI www.massimodutti.com
M.A.C COSMETICS.

www.maccosmetics.in

MARC JACOBS, AVAILABE AT Shoppers Stop stores across India

MAST & HARBOUR Availabe at www.myntra.com

MICHAEL KORS www.michaelkors.com

MISHO www.mishodesigns.com

NAPPA DORI www.nappadori.com NIKITA MHAISALKAR

www.nikitamhaisalkar.com

ONLY www.only.

O.P.I,

Availabe at www.nykaa.com

PAUL SMITH Palladium, Lower Parel, Mumbai

POLO RALPH LAUREN
Availabe at www.thecollective.in

PRXKHXR Availabe at www.prxkhxr.com

Availabe at www.prxkiixi.co

www.shop4reebok.com

RALPH LAUREN DLF Chanakya, New Delhi

RAS LUXURY OILS, www.rasluxuryoils.com

SWAROVSKI www.swarovski.com

SHIVAN AND NARRESH www.shivanandnarresh.com

SIDDARTHA TYTLER Availabe at www. perniaspopupshop.com

SEPHORA COLLECTION, Sephora stores across India

SHISEIDO,

Availabe at www.sephora.nnow.com

STUDIO LOVE LETTER Availabe at www.studioloveletter.com

SUGAR COSMETICS, Availabe at www.nykaa.com

TANZIRE

Availabe at www.tanzire.com

TOMMY HILFIGER
Tommyhilfiger.nnow.com

TRIBE AMRAPALI www.tribeamrapali.com

TINGE,

www.tingecustomstudio.com

UNIQLO

Ambience Mall, Vasant Kunj, New Delhi

UNITED COLORS OF BENETTON Availabe at www.tatacliq.

URVASHI KAUR

Availabe at www.urvashikaur.com

UNTITLED CO. www.untitleddesign.in

VERO MODA www.veromoda.in

VERSACE

Availabe at www.thecollective.in

WOW SKIN SCIENCES, Availabe at www.nykaa.com

ZARA

Palladium, Lower Parel, Mumbai

MONTH IN MONTH OUT

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

THRILL OF IT ALL

An intense courtroom drama that hinges on the uncertainty of the human mind

he last time we saw actor Anand Tiwari play an intense character was in 2015's Detective Byomkesh Bakshy! In the recently-released Nail Polish on ZEE5, Tiwari has, once again, got a chance to sink his teeth into the character of a lawyer who is harbouring a secret of his own. "As an actor, you don't want to get stuck in one genre. I'm happy I took a bit of a break after Go Goa Gone, and I'm glad that Nail Polish has given me a role with so many colours," says Tiwari, whose directorial web series, Bandish Bandits, turned out to be one of the mostloved shows of last year. The actor, whose first love is direction, reveals his future plans in a chat with Grazia.

GRAZIA: What was it about the movie that drew you in?

ANAND TIWARI: It was the script. I have known 'Bugs' Bhargava Krishna, who is the writer-director of the film, for some years now. We have performed together in plays, but I did not know he had this kind of writing prowess too. We did a Zoom narration of the film during lockdown and I was blown away by the script. I'm grateful that he thought of me for the role. It's been a fun ride.

GRAZIA: There are some brilliant courtroom dramas in Hollywood as well as Bollywood. What is the USP of Nail Polish?

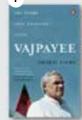


AT: It is not a simple whodunit. As the film progresses towards the last act, we start to barely understand the intricacies of the case and it all comes together well when the revelation finally unfolds. It reminded me of some of the classic courtroom dramas that have been made. It has been written with a great understanding of tension. As actors, we felt a sense of responsibility with such a good script and wanted to take it to the next level. On set, it has been one of my most intense and rewarding experiences.

GRAZIA: What is the focus now acting or direction?

AT: I started my company, Still and Still Media Collective, with my partner, Amritpal Bindra, around six years ago. The idea is to create and champion good content. Amrit and I are more than happy to produce good ideas, to be writers when others are directing and to step in to direct as well. The aim is to be a hub of content - not just for long format or fiction but anything that makes a difference to a larger audience. We are genre-agnostic. Of course, I will take up acting gigs occasionally, but at the moment, what's keeping me busy and motivated is my company and the work we are doing there.

On the Bookshelf



Vajpayee: The Years That Changed India

Penguin Random House India Shakti Sinha

The former Prime Minister of India's close associate focusses on his key initiatives which left a lasting impact on the country.

Pakistan's Terror Conundrum

Penguin Random House India Khaled Ahmed

The senior journalist examines Pakistan's policies regarding terrorism against the backdrop of increasing pressure from international organisations.



OU HOULD NOW

Stuff You Should Know

Hachette India Josh Clark & Chuck Bryant

One of the most popular podcasts in the world that discusses a variety of topics becomes more accessible now in the form of a book.

The Betrayals

HarperCollins Publishers India **Bridget Collins** Leo Martin, a former

student of the exclusive academy Mountverre, and a mysterious woman, Claire, find an odd connection and realise they have built their lives on lies.





OF FORGOTTEN HEROINES

This book brings alive one of the most fearless women of the 19th century

hitra Banerjee Divakaruni believes that there is much we can learn from our women. "Our histories are filled with strong, complex women. They are a wonderful part of our heritage, and are great role models who make us stronger," says the beloved writer of bestselling books such as *The Palace of Illusions* and *The Forest of Enchantments*. *The Last Queen*, published by HarperCollins India, is the Houston-based author's latest novel, in which

she recounts the tale of the last queen of Punjab – the beautiful and courageous Rani Jindan Kaur. Chitra tells us more.

GRAZIA: How and when did you come across Rani Jindan's story? CHITRA BANERJEE DIVAKARUNI: I first came across Rani Jindan's story while reading *Kohinoor* by William Dalrymple and Anita Anand. Though she was only mentioned briefly in it, she struck my imagination. I couldn't forget about her because she was so strong and determined and continued fighting despite great odds, and against powerful enemies.

GRAZIA: Many of your novels are about women protagonists, who otherwise were not at the centre of the narrative. In telling their stories, are you also commenting on the need to tell more women's stories from their perspective?

CBD: I am interested in shifting the spotlight from the more usual focus on men. People know a great deal about Rani Jindan's husband, Maharajah Ranjit Singh, and even about her son, the tragic Duleep Singh, who was exiled to England after the British annexed Punjab.

But her story – which is amazing, considering the humble beginnings from which she rose – from being the daughter of a dog-trainer at the *qila* to becoming Ranjit Singh's favourite queen – is not as well-known as I feel it should be. There's a lot to be gained by readers knowing about such forgotten heroines. It is also important to imagine their perspectives – how they lived their lives and how they saw the world. We can learn much from their intelligence, wisdom, cleverness, and ability to manoeuvre murky waters. Rani Jindan was particularly good at inspiring the men around her, especially the Sikh army, who gave her the title 'Mother of the Khalsa'.

GRAZIA: You seem to revel in writing about complex characters. **CBD:** Yes! I love writing about complex women, with all their positives and their negatives. Not only does it make their story more real and exciting, but it allows readers to identify with these women – because after all, don't we all have our flaws? I also feel that an unfair burden has been placed on women through the ages to 'be perfect', and they have often been punished for having human weaknesses. I want to push back against that.

PRESS PLAY

The tunes that deserve a place in your playlist



4 am, Kiara Chhetri

In her multi-layered debut album, the New-Delhi based singer-songwriter explores themes of hope, confusion, despair, fear, aspirations and young love.



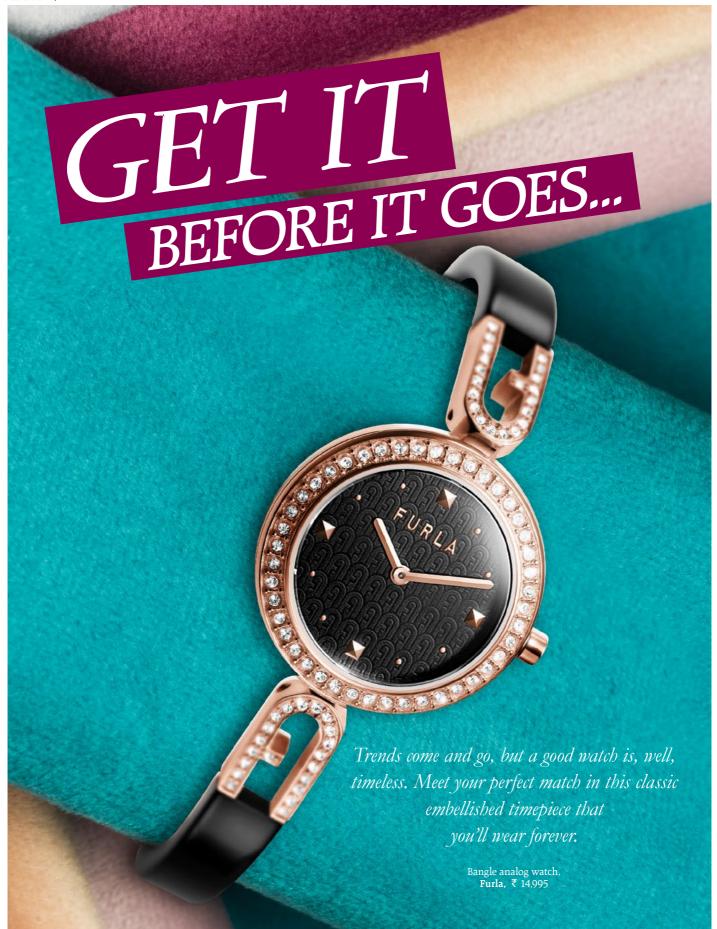
Tranquilo, ICONYK

The LA/Mumbai-based producer's latest single features Columbian singer Ani Delos alongside collaborators Soothers and UpsideDown in the poprap meets R&B number in English and Spanish.



Quit Playin, Morethanray

The Indo-Canadian rapper's honest and dark single is the lyrical exploration of 'the very state of rebuilding oneself', set to a visceral musical arrangement.



Junior Fashion Editor SURBHI SHUKLA Deputy Art Director T.KRISHNA PRABAKAR

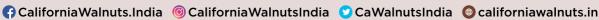


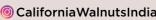
HAVE A HANDFUL DAILY TO MAKE EVERYDAY HEALTHY

When it comes to starting a good habit, California walnuts is the right choice with nutrients to support your heart, brain, gut and a healthy immune system. They are an excellent source of plant-based omega-3 ALA and also contain key nutrients like protein and fiber that makes you feel full and energized all day long.

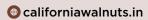
PLANT-BASED OMEGA-3 (2.5g/28g) | PROTEIN (4g/28g) | FIBER (2g/28g)

*For more information, visit https://bit.ly/3qAuqKH









Infuse your skin with oxygen for a radiant glow

Revive & Energize your skin with the 7 step DIY facial from the comfort of your home

OxyBlast™

Oxygen Energising Facial

Oxygenates

H2O2 provides a boost of oxygen which energizes your skin

Brightens

Vit E provides instant brightening to give a healthy radiant glow



DIY Facial for Radiant Skin

Only at ₹300/-**
Net Wgt 24.5 g



Shop On Amazon | Nykaa | Flipkart

**MRP inclusive of taxes