

GRAZIA

Easy Chic

Volume 15 Issue 02
May 2022

FOREVER
YOUNG
MALAIKA ARORA
ON AGEISM,
MOTHERHOOD &
STAYING RELEVANT

+
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HOLIDAY
ESSENTIALS**

COMFY SLIDES ●
SWIMWEAR FOR ALL ●
DOUBLE DUTY SEPARATES ●

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From the EDITOR'S DESK

"Each person deserves a day away in which no problems are confronted, no solutions searched for. Each of us needs to withdraw from the cares which will not withdraw from us"

— Maya Angelou.

It's one of my favourite go-to quotes, and this may be the perfect time to say it out loud. It's officially heatwave season – and with it comes the time to put a seasonal break on the chronic cycles of stress that have been at an all-time high via a time-out. Take a long one, a weekend (or several) away, a staycation, or even a playcation – the need to recharge has never been more urgent with the added anxieties, stress, and isolation of the past two years where boundaries between your home and work lives have come undone and blurred beyond recognition. Not only will unplugging help you inch away from burnout, but it's essential to replenish your energy and capabilities to tackle what lies ahead in this age of inherent uncertainty. The month also happens to be Mental Health Awareness Month. The nicest thing you can do for your emotional

well-being and overall wellness is to attend to yourself, raise awareness, and promote good mental health.

Before I debunk my plan to unwind by labouring over this Editor's Note on the first day of my time off, here's where I leave you to enjoy the rest of the May issue, which stars the lovely Malaika Arora on our cover. From carving her niche by constantly reinventing herself to finding her peace with clean eating and yoga, Malaika has long been our favourite poster girl of living life on her terms. This issue wouldn't be complete without sorting out your summer wardrobe, we've lined up all your holiday classics – from airy dresses to OTM extras and the luggage to pack it all in; we've got you covered for your next getaway.

Until next month,

Mehernaaz



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Photograph KEEGAN CRASTO



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GRAZIA | BEAUTY

SUNNY SIDE UP

In the market for a good sunscreen but baffled by the slew of terms on the label? We've made you how to speak sunscreen



BROAD-SPECTRUM
Broad-spectrum sunscreen protects your skin from both UVA and UVB rays. UVA rays are the primary cause of skin aging and skin cancer, while UVB rays cause sunburn. Broad-spectrum sunscreen should protect you from both.

WATER-RESISTANT
Water-resistant sunscreen can last for up to 80 minutes in water. This is important for people who spend a lot of time in the water.

NON-COMEDOGENIC
Non-comedogenic sunscreen is formulated so that it won't clog your pores. This is important for people with acne-prone skin.

HYPOLALLERGENIC
Hypoallergenic sunscreen is formulated so that it won't cause an allergic reaction. This is important for people with sensitive skin.

CLINICALLY TESTED
Clinically tested sunscreen has been tested by a dermatologist to ensure it is safe and effective.

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Europe's No 1 Style Magazine

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her own terms making both motherhood and celebrity look deceptively simple.

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Women pioneering alternative sports in India talk about it as an expression of femininity while helping hundreds of young girls change the tide.

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How have nascent labels hustled into the scene with phenomenal growth, which has taken their predecessors in the game much longer to achieve?

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– a mindset predominantly perpetrated in the billion-dollar beauty industry – are we doing more harm than good?

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- 24 IN HER PRIME**
Malaika Arora continues to consolidate her niche, but on



MALAIKA is wearing a lace bodysuit, Hunkemoller; satin tie-around shirt, Aroka; pearl enamel stackable rings (part of a set), textured rings, The Loom Art

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PASHAM ALWANI
HAIR AND MAKE-UP
MEHAK OBEROI / EFICIENTE MANAGEMENT

FASHION CHARTS

Your best buys in stores right now



2

SUNGLASSES, SAINT LAURENT, ₹ 25,419 APPROX

Step into summer with this 80s-inspired, electric pair of sunnies. From your fave sundress to a beach-ready bikini, this will be the perfect plus one for all your vacay looks.

4

PRINTED SILK DRESS, VERSACE, ₹ 1,84,631 APPROX

A multicoloured, silk-blend georgette dress printed with a Barocco Goddess print is a colourful reimagining of the house's signature Barocco pattern – what's not to love? Dress up with strappy gold heels or dress down in comfy sneakers.



1

RUCHED SWIMSUIT, ZARA, ₹ 2,990

While your plain black sporty one-piece has served you well, it's time to retire it and add some colour to your life. The ruched body, high leg, and tie detail are flattering and on-trend.

3

CHAIN BELT, PRADA, PRICE ON REQUEST

There's nothing like a bejewelled belt to take your look from basic to super cool. We'll be looping this through our fave pair of jeans, cinching our LBDs with it, and even trying it over a plain white shirt and biker shorts combo.



5



JACQUARD BAG, DIOR, PRICE ON REQUEST

The classic 'Book Tote' gets a 2022 makeover with pop embroidery. Hand-held or worn over the shoulder, this tote is a guaranteed conversation starter.

6

**PRINTED TUNIC,
LEGGINGS,
EARRINGS,
NECKLACE AND
BAG, ALL ETRO**

On our holiday mood boards RN: Abstract floral twin sets, stacks of metallic jewellery, and XL bags to hold all our essentials.



7

**CROPPED
T-SHIRT, LOEWE
PAULA'S IBIZA,
₹ 25,797**

Stay cool in this cropped cotton Tee as temperatures soar. We'll be wearing ours with loose drawstring, white linen trousers, and espadrilles, what about you?



8

**PRINTED PYJAMAS,
UNIQLO X MARNI,
₹ 2,990**

Have yourself a modern *Clueless* moment with these yellow and black chequered trousers. They're great for all the flights you'll finally be boarding and make for a nice replacement for your basic black sweats.



9


**'MAUI' NECKLACE,
DEEPA GURNANI,
₹ 4,900**

For beach days and beyond, this shell necklace conjures up images of idyllic palm trees and waves crashing against the shore as we sip on piña colodas. Keep it simple and style with your fave tank top.



10

**PLATFORM ESPADRILLES,
TORY BURCH, ₹ 27,340**

A unique take on the classic espadrille, this platform, caged-style, is ideal for lazy summer brunches. Throw on a printed co-ord set or an off-shoulder floral dress to complete the look. 



BEAUTY CHARTS

The best beauty buys we are eyeing right now

1

IS CLINICAL ACTIVE PEEL SYSTEM, ₹8,500

You might want to take some time out in your nighttime skincare routine to indulge in this powerful, fast-acting, and effective peel system that comes in face pads. It is a two-step regimen that starts with a three-minute application of a controlled exfoliation formula and combines botanical acids with soothing botanical extracts. It is followed by a second treatment that rejuvenates and hydrates the skin with botanical extremozyme technology and copper tripeptide-1 combined with soothing active botanicals.



2

ACQUA DI PARMA OUD & SPICE EDP, ₹20,800

If you are looking for a perfume that takes you from day to night in just one application – this scent is for you. It opens with warm, toned-down notes of Oud and combines it with spicy-woody notes of cinnamon and cloves. You will also enjoy a hint of earthy patchouli that lingers on to give you a smooth scent.



3

BOBBI BROWN SKIN CONCEALER STICKS, ₹2,850

Created by make-up artists, the new all-over skin concealer sticks by Bobbi Brown are like a miracle stick on the go that evens out skin tone and camouflages dark spots to give you a healthy base. Available in 18 shades, the formula is emollient-rich, so the concealer is buildable and blendable. It also comes with nourishing benefits of coffee seed extract and Salicornia that moisturise and refresh the skin for a glowing complexion. The result? No creasing, cakiness, and creamy coverage that lasts for 12 hours.



4

ANASTASIA BEVERLY HILLS SATIN LIPSTICKS, ₹2,500

Remember Lily James's enviable pink pout from the 2022 Oscars? Thanks to Anastasia Beverly Hills Satin Lipstick in Praline, we were all in awe of her look. You're in luck, too, as the same lipstick range is available in India in reds and neutrals (including praline) shades. The bullets are encased in a luxe, rose gold packaging and give you intense colour in just one swipe. It is also non-comedogenic, vegan, paraben-free, and cruelty-free.



SCHWARZKOPF PROFESSIONAL FIBRE CLINIX, ₹2,000 ONWARDS

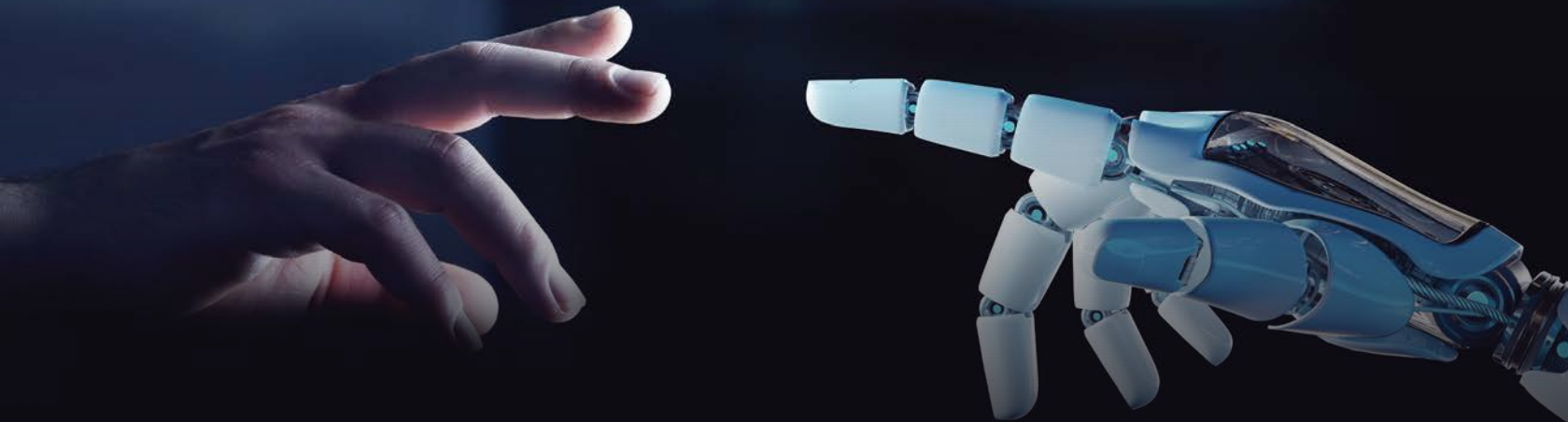
There's nothing quite like a good pamper session, and trust Schwarzkopf to provide salon-like care at home. The latest launch, Fibre Clinix, is an advanced, at-home repair blow-dry service that uses bond repair technology and is designed to address every hair concern. We have our eyes on Fibre Clinix Fortify, formulated with potent niacinamide to strengthen and nourish damaged and over-processed hair.

5



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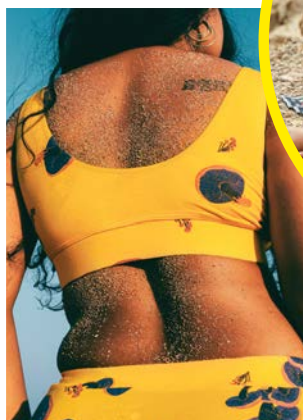
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1

BODY POLITIC

*Size-positive, homegrown labels
are removing constricts around
the 'bikini body' that has long
conditioned the utility
of swimwear*

Words **SHRIYA ZAMINDAR**

Plus-size model Janette Tirkey's first swimsuit campaign was for designers Shivan & Narresh

setting like the glorious Met Gala.

While sizing down to wear an existing archive piece fished from a museum is different, it can perhaps compare to the impact that clothing that isn't size-inclusive has conditioned the bodies in society, inherently fuelling body dysmorphia in young girls and women. It represents the traumatically familiar 'trial room syndrome' that nudges one to agonise over body shape, hoping to fit into a certain cast, especially prevalent in the narrative built around swimwear.

THE SWIMSUIT ARCHIVES

Marilyn Monroe's time was forgiving to the 'stick figure ideal' that took hold post her reign. During the curvy bombshell's time in the spotlight back in the Sixties, she wore ruched one-piece swimsuits, bikinis with sweetheart necklines, and briefs that hugged her posterior. By that time, India was also making progress with Bollywood actress Nutan starring in the film *Dilli Ka Thug* in 1958. She is portrayed as a champion swimmer, albeit with a decidedly conservative choice for a swimsuit; it was still a



For innerwear brand **Tailor & Circus**, the focus is on creating designs that acknowledge the needs of curvier women

statement. The swimsuit with spaghetti straps that ended mid-thigh hugged her curvy body.

But it wasn't until Sharmila Tagore's swimsuit debut on a shoot for *Filmfare* later in 1966 that the country was taken aback by an outright display of the female body. Tagore's skin on show created much debate around the female figure. The subsidiary of this is the latent sexualisation of the skinny culture that took hold after that point. Consider the 'size zero' trend that dominated in the early 00s, which stripped women of agency over their bodies.

A study conducted in 1997 by B. L. Fredrickson and T. Roberts in the *Journal of Personality and Social Psychology* on self-objectification found that responses of women wearing swimsuits, as opposed to large sweaters, produced more anxiety, body dysmorphia, and other body-related issues in women. They tended to objectify their bodies from an observer's perspective, conditioned by the onscreen storyline. "Seeing yourself in the mirror and not looking like the rest of the crowd makes you believe that there's something wrong with the way you look. And the scariest part is that you're willing to change everything about your body at any cost to look like them," reveals plus-size model Janette Tirkey.

Swimwear has been a major contributor to the size debate, the popular 'bikini bridge' trend, and the thigh gap that idolised jutting hip bones and toothpick legs, which had nothing to do with fitness, but rather thinness, which was further popularised through images of girls in bikinis showing off these fads. The infamous Kingfisher calendars also upheld a benchmark for the portrayal of Indian women in swimwear.

We are long past the heyday of swimsuits that were only acceptable on athletic bodies like that of Gisele Bündchen.

Swimwear held a strict code for decades, seen only on frames that were all edges and bones. Wearing a skimpy, triangle two-piece was not a simple choice, but a physical status, an accomplishment of achieving that taut skin-over-bones look.

That ideal has become archaic in this time of body positivity. Moreover, it has become acceptable and perhaps also preferable to be on the increasing end of the scale, what with female icons like Lizzo and Meghan Thee Stallion rapping about thick thighs and big girls – or so we idealists, united in our pursuit of a better world, would like to think. To reset the work done to demolish these constricts, it takes that one misplaced comment of cutting down and losing 16 pounds under three weeks in a public

"Ideally, swimwear was just meant for bodies like those. I hadn't ever imagined myself in swimwear in my wildest dreams," Tirkey muses.

BIG GIRL SUMMER

"Like everyone else, I've had doubts about being confident in my body. I had never worn a swimsuit because I was convinced that swimsuits weren't meant for bodies like mine," confesses Tirkey. "The first time I wore a swimsuit was on a shoot for designers Shivan & Narresh where my body was out there in public for people to watch and judge me; I was honestly scared to my soul," she confesses.

It has been a systemic transgression stemming from years of conditioned thinking that has dictated swimwear's body shape, not the other way round. However, with the unfiltered transparency of social media that allowed people to take hold of their own stories instead of ones projected on big screens and glossy pages, diverse body types now have visibility. "The vast variety of women on social media wearing what they want has influenced others, inspiring women to be who they are. It has removed inhibitions of what may have been troubling them earlier," says Esha Lal, founder of her namesake size-positive swimwear label.

This new influx of homegrown brands hopes to change the toxic discourse around body image with visuals that can be relatable to women of diverse sizes. "E.L Swimwear believes in showing regular women. One does not need to have the perfect figure to wear a swimsuit. We shoot with women who aren't always models and have natural bodies that could either be thin or on the curvier side," explains Lal, who finds the marketed and advertised visuals a strong part of eradicating fat-phobic norms around the fashion segment. "For many years and till date, we have been watching model-like figures in bikinis; that hesitation is removed when one sees the same on a curvier person," she says.

Body-friendly innerwear brand Tailor & Circus is setting an example by making the brand's mission statement about providing women with a range of sizes and cuts that work for all sizes. "The fat acceptance movement began in the 70s. Yet, when we started trying to disrupt unrealistic beauty standards, we still were the first innerwear brand in India to work with diverse people to celebrate real bodies through unedited and unfiltered images," says the brand's co-founder Gaurav Durasamy.

NEW FRAMEWORK

While projection and visibility are defining aspects of the movement to regularise a bigger range of sizes in the market, there's more to catering to body diversity than just increasing numbers on the chart. Fast fashion brands provide options that, in theory, may

fit larger sizes. Still, with brands not doing their homework on how to cater to women with curves, it ultimately hinders them from feeling their best in silhouettes that really aren't flattering for their body type.

Design oversight in swimwear constructed with the sole purpose of hugging the curves of bodies can negatively impact self-esteem. "We need to see more designs and styles resulting from better research on coverage, comfort, and support for alternate body shapes and sizes. Ultimately, confidence is not something that stems from what someone wears or what their body type or size is, but instead how they feel about themselves, which can be nudged in a positive direction," says Durasamy. Upcoming homegrown labels designed for a diverse audience are giving that push to women,

encouraging them to embrace their bodies, and feel confident in their skin. For Tirkey, who has walked many shows and shot many campaigns wearing swimsuits and skimpy resort wear ephemera, the ramp has given the model a platform to move forward in a positive direction by lending her face and her story to fashion's swimwear discourse.

"What gives me immense joy walking the ramp in swimwear or any clothing is to prove to the younger generation that it's okay to be comfortable to accept your body as it is," says Tirkey. "If I had somebody of my body type I could look at while growing up, I wouldn't have been bullied or let myself down every time a random person would ask me to lose a few inches just to look as good as models in magazines." ■



Designer Esha Lal of her namesake swimwear label casts normal women in her campaigns in an attempt to change the sample size narrative





Printed swimsuit,
Vero Moda,
₹ 3,299



Tie-up swimsuit,
Hunkemöller,
₹ 4,995

LILIANA MONTOYA



Wrap around bikini set,
Reina Olga,
₹ 18,738 approx



Printed string
bikini,
Paul Smith,
₹ 9,988 approx



Printed bikini
bottoms,
Nanushka,
₹ 10,840 approx



MERY PLAYA

JUNGLE SAFARI

Not for the fainthearted – animal prints in luminous tones seem to have taken centre stage. Whether you choose to walk on the wild side in a candy-coloured piece or pick a halterneck style – these fierce prints are guaranteed to make a statement.

2

LIFE BY STYLE

MAKING A WAVE

On our agenda RN? Prepping for vacay days that lie ahead

Designers are upping the ante from playful prints to bold silhouettes and glam essentials as we Google flights and vacay destinations. With things getting back to normal, subtlety is not on the cards this season. As OTT looks reign on the runway, you'll make heads turn at your next beach getaway.



Cut-out nylon swimsuit,
Esha Lal,
₹ 3,000

HONEY BIRDETTE



Ruffled swimsuit,
The Beach Company,
₹ 3,500



Cut-out bikini set,
Flirtatious,
₹ 6,720



Cut-out bikini set,
House of Aama at
www.matchesfashion.com,
₹ 28,276 approx



Printed cut-out
swimsuit,
Versace,
₹ 68,100 approx



JONATHAN SIMKHAI



LEIMAKANI

CUT IT OUT

From dramatic monokinis with cut-outs leaving very little to the imagination to chic bikinis slashed in all the right places, one thing is clear: Skin is in. Style your cut-out numbers with a button-down shirt for when you're grabbing a drink between ocean dips.

Sequin swimsuit,
Gold Digga at The
Beach Company,
₹ 2,500



Halterneck bikini set
Dolce & Gabbana,
₹ 42,108 approx



PRETTY LITTLE THING

Raffia flatforms,
Gabriela Hearst,
₹ 12,776 approx



ALL THAT GLITTERS

Make a splash in sparkly swimwear if you're going for main character energy this summer. From bikini tops that could double up as perfect night-out bralettes to shimmering, iridescent swimsuits that'll make you shine in and out of the sun, metallic swimsuits are at the top of our glam dressing cheat sheets for beach days and beyond.

Metallic
bandeau,
Antonella Rizza,
₹ 5,265 approx



Glittered bikini set,
Oséree,
₹ 24,778 approx



NIA LYNN

AFTER DARK

While pop and floral patterns may have served you well, we suggest you keep it monochromatic and take cues from the S/S 2022 runways as designers make a case for the classic black swimsuit. Our tip? Pair your bikini with a bright layer to give your look the attention it deserves. **11**

Cotton bikini,
Zara,
₹ 1,990



Corset mailiot, Studio
Verandah
₹ 19,976 approx



Nylon swimsuit,
House of NM,
₹ 4,050



String bikini,
Triangl,
₹ 5,343 approx

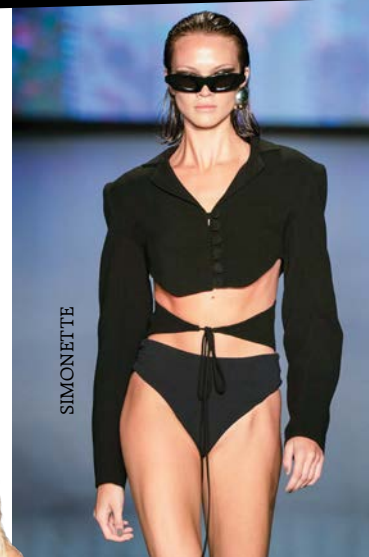


High waist bikini,
Zara,
₹ 1,790



OH POLLY

SIMONETTE



DESTINATION COLOMBIA

In an increasingly digitised world, personal feelings and experiences help elevate consumers' evaluations of brands, feel Lovebirds duo Gursi Singh and Amrita Khanna

For us at Lovebirds, the product is our central focus. Each piece we create is unique, and to our minds, each piece is a show-stopper in its own right. The features and the significance of the product are of utmost significance to any brand of substance. And we, too, hope to be seen as a brand of substance that is here to stay.

In fashion particularly, we believe that the pressure to pour 1,000 per cent into creating a unique product is immensely high due to how the consumer views fashion. The industry and individual brands themselves can impact audiences and the market.

At the same time, we are firm believers in giving customers an experience beyond just a tangible product. We aim to create an ambience, an intrinsic sense or feeling associated with the Lovebirds brand with a self-contained ecosystem, language and culture. Customer interaction is at the heart of our ethos, and we know that this is what will lead to long-lasting symbiotic relationships.

One of the primary reasons that fashion shows have long been a staple of the industry is to allow customers a peek into the creative process, the mind and vision of the designers, and of course, a glimpse into the collections.

With the world becoming increasingly dependent on digital media, online or virtual experiences are the order of the day. Websites, social media, live-streamed events, conversations, and more are essential to a brand's image and customer service as a brick-and-mortar store or a physical ramp show.

A retail space remains crucial as nothing can truly beat the touch and texture of a garment or how it makes someone feel. Providing that to a customer is something we take very seriously, and we hope that our space can evoke a sense of positivity and beauty in everyone who walks in the



Gursi Singh and
Amrita Khanna



At Lovebirds, community is greater than bias, gender is fluid, and acceptance is belonging

doors. When it becomes a sanctuary that reverberates with the deeper values of a brand, a retail space can serve to build connections and make customers feel involved.

Amrita and I were hesitant to have our faces out there representing our brand for a long time. Still, we realise the importance of our customers putting faces to a name and getting to know our products and our brand, but we as people and as designers,

individually and together.

So three years ago, we decided to start putting our story out into the world, and the response has been overwhelming.

Love, intimacy, and connection go beyond just our clothes; it is embedded in the very fibre of our brand and our store. It is the foundation on which we have built Lovebirds and the values by which we live our personal and professional lives. **ff**

4

ARE YOU A COASTAL GRANDMA?

Chic grannies inspire the newest trend to take the Internet by storm

Silk poncho,
H&M,
₹ 4,990



Raffia hat,
Muji,
₹ 3,990



Diane Keaton and Meryl
Streep embody the cool,
coastal grandma vibe



Woven bag,
Charles & Keith,
₹ 9,499



Belted cardigan
Raey,
price on request



The term 'Coastal Grandma' alludes to the laid-back seafront lifestyle of the charismatic older women in Nancy Meyer films. Think: Diane Keaton strolling on the beach in a bucket hat and trousers in *Something's Gotta Give* or Meryl Streep's character in *It's Complicated*, gardening in a light blue button-down. The approach is cool, effortless, and always chic. Go for neutral shades, lighter fabrics, and comfy silhouettes. **W**

Rose gold crystal
earrings,
Swarovski,
₹ 12,530



Tailored trousers
Zara, ₹ 2,990



Elsa Hosk channels
her inner Diane
Keaton and keeps it
comfy in a neutral
twin set



Tortoise shell
earrings,
Saint Laurent,
price on request



Poplin shirt,
Mango,
₹ 3,449



Linen blend
shorts,
Totême,
₹ 15,359



Jacquard flats,
Dior,
price on request



BRIDGE THE GAP

How can established labels step up their game with a booming ecosystem full of young designers and upcoming labels? Prestige brands answer with collaborations and new extensions

Words **SHRIYA ZAMINDAR**

“**F**or a label to progress, it is important for the brand to expand and create new products,” says designer Payal Singhal, who has built her brand by merging traditional aesthetics with experimental and future-looking designs – and the label has held its edge since its first steps in 1999. While the designer has completed over two decades in the industry, she has gleaned, like many other designers in the fashion roster, that design alone cannot guarantee success and longevity for brands.

It is the universal truth that creatives around the globe have come to understand. The occupation of “designer” refers to being multi-hyphenate today. You can hardly be a one-trick pony to keep up with the tides of change. The collaboration boom attests to that. In 2017, when Supreme launched its collaboration with Louis Vuitton, it brought a fan-like response unlike any other that the brand had ever seen. There have been many since, and

regardless of being good or bad, these ventures never fail to incite a response. Take for example the Gucci and Balenciaga partnership for the Italian house’s 100th-anniversary collection, or the ‘Fendace’ collection, which was categorically denounced as a collaboration by the leaders of the two houses in an attempt to keep things interesting – and a cut above the typical, overly stimulated collaboration strategy.

This new business idea of joining sensibilities was only the starting point for brands to realise the potential for experimentation within the industry. Now, homegrown brands are charting a similar trajectory, joining hands with creatives in the market to benefit their interests. It also provides a sense of community and camaraderie within the country’s fashion bubble. Sabyasachi was one of the megalith brands to pioneer this new direction in the subcontinent.



AM by Arpita Mehta marks the designer's foray into luxury wear





A new collaboration between JADE by Monica And Karishma and NASO Profumi explores the relationship of scent and couture

Monica Shah and Astha Suri

While at first, it was shoes and bags, recently, the designer joined hands with Starbucks to produce exclusive illustrations on mugs and coffee tumblers.

Brand collaborations isn't new territory for Singhal either, who has experimented with the business model by partnering with brands like Fizzy Goblet, retail name Indya, home décor label Marshalls, and an in-the-works collaboration with jewellery designer Sangeeta Boochra. These joint projects give a break for the designer to explore new territory, build her brand's signature as a luxury name, and it has been a success so far. "The collaborations also help in increasing the footprint of the Payal Singhal clientele and have a larger audience for the products and the brand. When we collaborate, the most important thing for our brand is to think about the synergy of the two brands," explains Singhal.

Elsewhere, designers are also exploring the new ways brands can encompass different segments, making the most out of their time in the limelight. Glenn Martens is the current hot name of the industry, welcomed into the fold for his collections for Diesel and Y/Project. Diesel CEO Massimo Piombini hopes to capitalise on the designer's current popularity

with new extension into sportswear for the brand. It seems like the perfect move to make, considering the designer's sensibilities garnered immense attention. Closer to home, designer Arpita Mehta, whose signature tiered ruffles with breezy prints on traditional silhouettes, has been the winning component of bridal and bridesmaid wardrobes across the country, is dipping her toes in luxury wear.

The new segment, AM by Arpita Mehta, focuses on taking a more minimalistic and relaxed route to her otherwise embellished and heavier offerings. This new RTW line is what the designer deems as "all-season luxury", which cater to every mood and whim of her fashionable clientele. She hopes to translate this vision by delivering dressier and sharper silhouettes with the look and feel of pure luxury. Mehta aims to provide buyers who have loved her aesthetics a modern twist with quality cuts and materials.

"While couture is built on the idea of exclusivity, this sub-luxury affordable label will be more accessible. You can target a wider audience when it's more affordable yet maintain the aspirational quality," explains Mehta. The

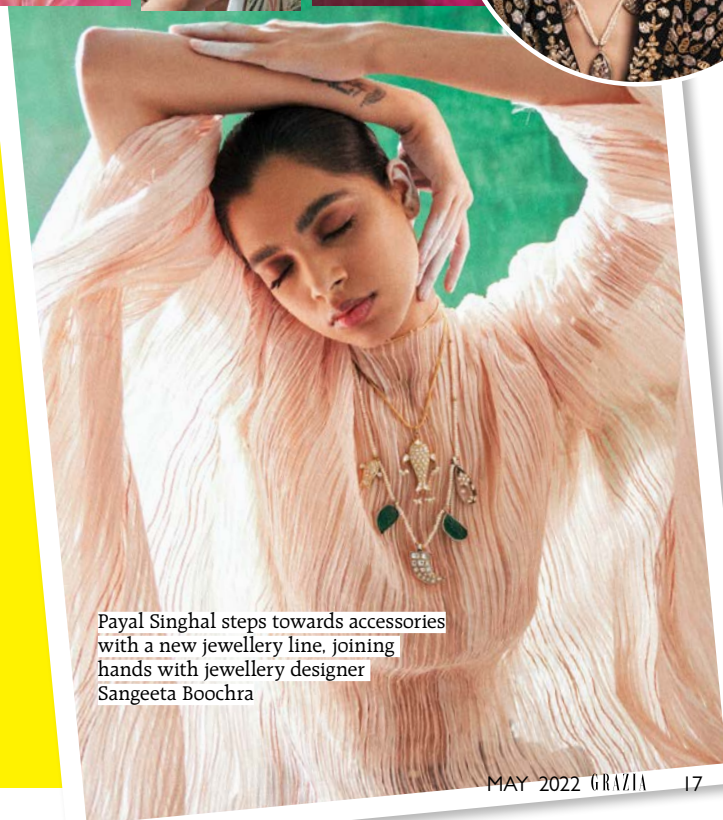
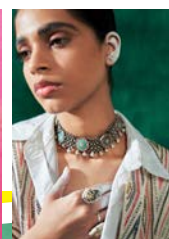
designer found that it was integral to observe and understand what her clients expected from the brand to progress forward and remain relevant in the landscape.

The extension opens the door for a larger audience to explore the label, providing accessibility and versatility to the brand name. Payal Singhal's goal behind her collaborations is similar. "It's like the PS girl walking into the store to buy a PS outfit and if she happens to find a piece of jewellery that comes with a similar aesthetic that she can wear with the outfit in multiple different ways is definitely a bonus," says Singhal.

To achieve this goal by delivering that overarching sense of luxury, couture label JADE by Monica And Karishma explored new territory with a limited curation of perfumes in collaboration with India's conscious, all-natural perfumery, NASO profumi. "As designers and

artists, we're always looking for new ways to tell a story, celebrate our roots, and push the boundaries of what couture means to us," says co-founder Monica Shah.

The pandemic hindered the gait of the fashion cycle, so brands have resorted to finding innovative ways to reinvigorate faith in the magic of fashion. And when hit with a situation unlike any other seen across decades, the fashion community has been left wanting more from the brands they have long championed. The answer has been to create with a new purpose. "Fashion is about telling stories not only of one's own identity but also of our culture and history. And I believe, the more diverse ways we have to tell these stories, the better it is. Besides, the audiences in today's time are always looking for something new, or a newer, fresher way to experience a brand they have been long familiar with," claims Shah. ■



Payal Singhal steps towards accessories with a new jewellery line, joining hands with jewellery designer Sangeeta Boochra

6

COMFORT IS KEY

The perfect plus-one to all your off-duty looks – make way for summer slides

Once considered a peak normcore style, slides keep getting cooler. What's more? They're easier to style now. The slide is becoming summer's 'It' shoe, from pastel shades to raffia detailing and quilted variations. The comfort and utility of flat sandals give an extra edge (and height) to your looks without seeming too casual. The best part? They work just as well with your bikini by the pool as in the city, paired with a cool summer suit. **M**



Velcro strap,
Mango, ₹ 4,590



Rubber,
Gucci, ₹ 37,578



Velcro strap,
H&M, ₹ 2,299



Multicoloured,
Aldo, ₹ 10,999



Raffia,
Loewe Paula's Ibiza,
₹ 31,872 approx



Quilted,
Prada,
price on request



Printed,
Charles & Keith,
₹ 6,499



Leather,
Zara, ₹ 4,590



CHLOÉ



HERMÈS



Label ALERT

7



Tropical prints and bright cocktail hues serve as the primary inspiration for swim season



IF YOU LOVE: Tropical prints.

THEN YOU WILL LOVE: Izsi Swimwear.

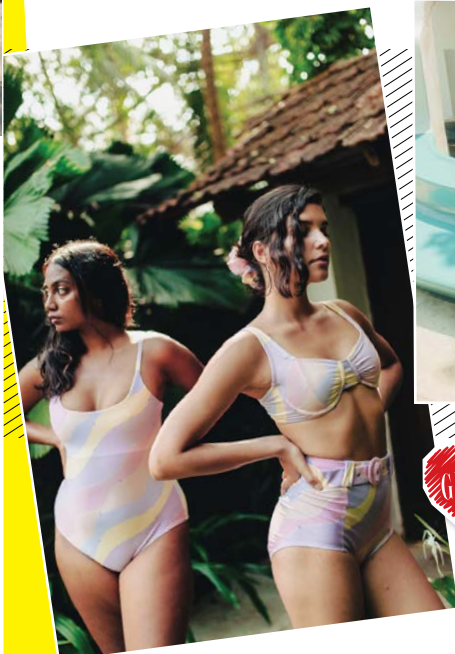
WHO: Founders Shilpi Mishra and Vezotolu Vadeo first crossed paths while completing their masters in fashion management from NIFT. A chance conversation centered on the swimwear market between friends struck a chord with the girls, who saw an opportunity for experimental and bold swimwear with a palatable price point to exist in a growing segment.

WHY: The label produces custom prints for bikinis and other iterations that are part of larger collections, which is their trademark attribute apart from exploring swimwear silhouettes. The designers also emphasise their stance on creating pieces for a size-inclusive demographic, simultaneously adding value to their clothing by making their swimwear versatile enough to be worn with trousers if the heart pleases.

WHERE: www.izsi.in.

PRICE RANGE: ₹ 2200 – ₹ 5800

WEAR: The triangle string 'Oriental Poppy' bikini is a great summer item to pack for the beach. And to work it into your wardrobe beyond beachwear, pair with matching printed satin trousers that will add that finishing sprinkle of tropical flavour.



IF YOU LOVE: Reinvented classics.

THEN YOU WILL LOVE: Lunaya.

WHO: Jaipur-based, third-generation jeweller Suyasha Lunawat took the non-traditional route to rediscover jewellery. Growing up in the family business, she started learning the intricacies of cutting and polishing gems to finished designs displayed in storefronts. The design insight came from Lunawat's time studying jewellery design and diamond grading at the Fashion Institute of Technology and later at the Gemological Institute of America in New York. After working in the American fashion capital, she finally decided to lay down the foundation of her brand in 2020.

WHY: The designer offers fine and demi-fine jewellery perfect for all seasons with a fun and contemporary twist to classic designs. The use of enamel feels like a refreshing pop of colour on a base of recycled metals. Lunawat uses planet-positive metals and gemstones, marking a shift to becoming a conscious jewellery label.

WHERE: www.lunayajewelry.in.

PRICE RANGE: ₹1,000 – ₹8,000

WEAR: The enamel rings are the perfect summer staple to stack on. Colour code them with breezy resort wear to build harmony with the outfit. **G**

Creative director
Priyanka Modi

AMPM completes two decades with a newly refurbished store in New Delhi's DLF Emporio Mall

HITTING REFRESH

AMPM's new sanctum sanctorum is a thoughtful gesture of gratitude to their loyal supporters, celebrating two decades of contemporary excellence

There has been a seismic shift in the familiar tranquillity of AMPM. The name has only risen the ranks, a first-of-its-kind in the local landscape to front the campaign for contemporary fashion and luxury prêt. Having oiled the cogs of the industry for two decades, delivering and shaping fashion that was ahead of the curve, now they're starting anew.

"It was about three years ago when we began contemplating what lies ahead for the brand," says creative director Priyanka Modi. "What were our challenges, and what were our advantages? Where did we see ourselves in the next 10 years and more importantly, where did we want to see ourselves?" she questions. "It took some courage to analyse our past. We had to look at all our strengths and weaknesses dispassionately so that when we moved forward, we took only what was essential."

The familiar luxury name has rebranded to just an acronym for starters, removing the designers' names to create a unified identity. It was a bid to represent a homogenous work-family dedicated to building a brand. AMPM was practically the start of homegrown. It's the name that handed the subcontinent a manual to building a lifestyle. Their ethos explained how fashion could exist as an entity beyond the wardrobe. And completely submerged in its minimalistic values – the label with this overarching theme was able to impact life itself.

Having pioneered contemporary and slow-made clothing in the country, the brand is now moving on to a restructured future but is also looking back on its foundational purpose.


"To establish a new identity, a new voice, a new brand universe in the ambitious pace we had set ourselves, we needed to make some radical changes. And we did," says Modi. The designers decided to give the brand a facelift, curtailing their spread across the country to give a more exclusive experience to the AMPM clientele. Shutting down nine of its 12 stores, they centralised their focus to stores in the Capital, which were reimagined to reveal the crux of AMPM. But the clothing remains emblematic of the origin story. Thoughtfully, the designers recognise the love received from their buyers and the industry, now giving back not something new, just something more.

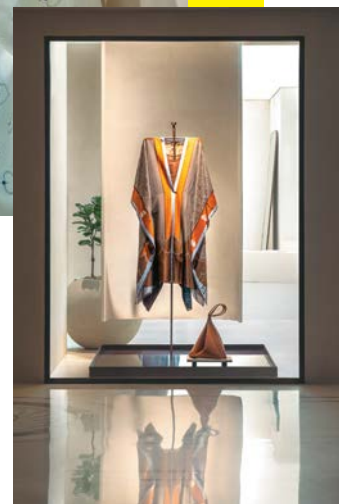
"While designing our first physical experience, which we were certain was critical to truly building an evocative world of AMPM for our customers, it was imperative that we were able to capture the essence of the new language we had created and that the space clearly spoke of it," says Modi. The designer duo brought earthy elements to their refashioned store in New Delhi's DLF Emporio mall, which was a direct inspiration from Modi's home. "Even though it was a retail store, one of the first things we decided to do was to do away with the idea of it being a retail store. It could not feel

transactional. It could not be typical. We realised we weren't aiming to create a store, but a sanctuary," she explains.

Think state-of-the-art interiors, arresting enough to insight a response— one of calm, ensconcing you in the muted taupe walls and the quiet equilibrium of the store, which is placed in a populated mall setting. Woodwork harmonises with the earthy palette in a starkly minimal design language. The water element has also been introduced on storefronts.

The plan of this new journey that the brand has embarked on highlights the importance of the experience derived from fashion in its entirety, not just its materiality. This new endeavor to restructure, and curate an ambience, is more about giving back to the loyal client that has routinely flocked to their doorstep rather than demolishing and erecting a new image of the label.

To that effect, they wanted to step away from the idea of just a retail atmosphere and make it "less transactional". "Most of us have blindly followed this thumb rule without questioning it. This time, we did question it. And, decided that not only are we a luxury offering and hence must exemplify it, but also that the product is painstakingly designed and detailed and each one should be given its space to shine," says Modi. 



GOOD SPORT

This London-based designer has become one to watch



Saul Nash



His design practice exists to bridge the gap between luxury menswear and sportswear



Saul Nash has always wanted clothes he could feel comfortable moving in, prompting him to create his version of sportswear that would be conducive to movement. The London-based designer, who started his label in 2018, was awarded the 2022 International Woolmark Prize for his modern use of Merino wool, bridging a gap between active solutions and more formal requirements.

With a true sense of discovery, Nash's collection allowed him to realise the benefits of Merino wool in activewear, giving him the freedom to develop materials that have enhanced his designs' quality without compromising their technical DNA. His modern interpretation of knitwear challenges preconceived ideas surrounding sportswear, focusing on minimising waste and emphasising movement and performance.

Nash talks about heritage, his love of prints, and how trips to the barbershop influenced his craft in a candid chat.

GRAZIA: How do your Caribbean heritage and your movement director experience help inform your design language?

SAUL NASH: They both have played a part in shaping the person I am today and, through channelling my own experiences, have impacted my design language and the intended purpose of my work. I grew up in London around many different people, and sportswear was always a staple in many wardrobes. There have often been negative connotations around sportswear, and the men who wear it, particularly where I grew up, so I think it is important to try to reclaim it and change its perceptions.

G: Tell us a little bit about the colours you employ in your clothes. Does it have a particular significance?

SN: The colours are related to the seasons I am working on, sometimes driven by emotions around the memories associated with the stories I am telling. For example, my AW22 collection, 'Ritual', looked at spirituality, particularly in Guyanese and Afro-Caribbean folklore. I remember my mother mentioning that it was bad luck to burn red candles at home. For SS22, the colours were inspired by my school uniform.

G: I read somewhere that you intend to be able to transition environmentally damaging synthetics out of sportswear.

SN: Synthetic fabrics, for now, are often an essential part of sportswear due to their performance properties. However, as a designer, it is important to be responsible for ensuring that we are carrying out the most sustainable practices. Because of this, it is essential to research ways in which we can reduce the impact our work is having on the environment. My goal as a brand is to move forward with this awareness to ensure that we keep on top of the most sustainable practices.

G: In your case, the tracksuit is your medium of expression. Why should the youth be allowed to dress the way they want without restricting themselves to archaic dress codes?

SN: I think people should be able to do what makes them feel most comfortable. The archaic dressing is important, but it also comes down to the perception of what formal and non-formal means. It is essential to think about what Saul Nash means for any occasion. I want people to feel comfortable.

G: In many interviews online, you speak about your trips to the barbershop. Tell us more about its cultural influence.

SN: The barbershop, particularly for AW22, was important because I feel as if it is a ritual within itself. Within my research, I had looked at a water deity or figure in Caribbean folklore who would pull men under the sea, but then they would re-appear completely dry and more prosperous. For me, the barbershop is a space for this transformation. Also, the barbershop which we shot in for AW22 was one of the first black barbershops in London and owned by the late great, Clevent Ferdinand Artrey, popular known as 'Gee' and owner of Gee Barbers in Kensal Rise, northwest London. Hence, the film became a beautiful testament to him and his legacy. But having visited his shop, the space reminded me of Afro-Caribbean barbers I would go to as a kid. For me, it was important to portray this dynamic. ■



A dependence on nostalgia
can spur bouts of loneliness

10

GOLDEN YEARS

*This Mental Health Awareness Month, we ask:
Is nostalgia good for you?*

Words **BARRY RODGERS**

When Mumbai-based graphic designer Neeraj Anand visited his hometown of Jaipur in March, he was greeted by the familiar smell of *pyaz ki kachori* wafting through his apartment. It immediately put him at ease. The whiff of fuller's earth permeated through his room, and the sound of his mother's favourite *bhajans* reminded him of a simpler time. These nostalgia-infused recollections gave him the sign he needed that returning home was a good decision.

These seemingly harmless triggers brought about by a wave of nostalgia prompted him to ask his reporting manager for a permanent work from home arrangement. Initially hesitant, given that most employers are eager for their employees to once again work in person, Anand's manager relented. "I suddenly missed my childhood, missed the familiarity of home. I had been dealing with severe bouts of loneliness, especially after my mother left after her short visits to Mumbai. I would live alone, which sparked a longing to return to my roots," he says, adding: "While adjusting to life at home as an adult can be difficult, the sense of familiarity has helped me overcome the depressed-like state I was grappling, which was only exacerbated by the pandemic."

I've been longing for the past lately, too. And while I know it's something that most of us can't reclaim, these sentimental feelings of nostalgia are fuelling dissatisfaction with the present, leaving me feeling unnaturally lonely. And while nostalgia can be comforting, it can be detrimental to our mental health. Originally defined as "psychological



A healthy balance of emotions is healthy

suffering caused by an unrelenting yearning to return to one's homeland" by Greek philosophers and considered a mental disorder until the mid-20th century, nostalgia isn't always considered as comforting. The American Psychological Association deems it a subset of depression, often referred to as Childhood Nostalgia Depression.

According to psychologist Asha Saxena, "The pandemic has made us yearn for childhood innocence because it's usually marked by a period of no anxieties and cares. Given that most of us are dealing with an uncertain future, it helps to find solace in something familiar. Most often than not, missing your childhood could signify that you're currently exhausted from your current life situation. We often miss our childhood because we're bored, which translates to loneliness. Ruminating over the past can have an adverse effect on your mental health. Repetitively focusing on things that distress you can weigh you down and hamper day-to-day functioning."

RETURN TO INNOCENCE

For Sakshi, a graduate from NIFT Mumbai, it's been a rough few months trying to figure out whether she wants to remain in the Maximum City to pursue her dream of becoming a stylist or return home to Himachal Pradesh and start her fashion

label. "While I know my hometown has very little to offer as far as exposure goes, it feels safe. Mumbai can seem daunting for anyone looking to kickstart their career here. This mental tussle has left me confused. There are days when I'm spurred on by my ambition to make my dreams come true, but then the need to be in familiar surroundings takes over."

"Often, we tend to miss our childhood when we feel disappointed in the person we have become. The days of being a child can seem better than adulthood if you're not living the life you thought you would. As children, we were offered more guidance, reassurance, and resources," says Saxena.

While a healthy balance of emotions – including joy, sadness, frustration, excitement and nostalgia – is essential, one shouldn't overindulge in a particular emotion. "When it comes to nostalgic feelings, we need to be mindful of how it affects us; while it can be comforting to feel deeply, it can also be a bad thing. When we overindulge, we hurt ourselves through deceptively gilded versions of memories from the past," says Saxena.

THE UPSIDE

But it isn't all bad news when it comes to nostalgia. Viraj Mehta, a counselling psychologist, believes that nostalgia, in doses, can make up for feelings of

meaninglessness we may feel at times. "If you're going through a rough patch that leaves you feeling lonely, nostalgia can be the balm that soothes things. In doses, it can also inject your life with meaningfulness and connectedness. It helps with emotional equilibrium. The key here is to tap into it when things get unbearable. Planning a trip to your hometown once every three months could give you something to look forward to. It can help ease the loneliness."

Mehta tells me that one of the main strengths of nostalgia is that even one good childhood memory can serve as a coping mechanism during difficult days or bouts of loneliness. "Some of us may not have had a good childhood, but one positive memory could help a person return to it and feel better."

For most of us, nostalgia serves as a repository to draw from. Sakshi says she's been working with a therapist to build resilience, arming herself with the coping tools needed to make staying in Mumbai possible. "I don't think I'll never not be homesick, but I have to find a way to push forward. Right now, a hybrid situation has been working for me. I take on assignments to last me for 3–4 months, and then I spend around two months at home. My mother also visits now and then to help make the transition bearable," she says. **W**

IN HER PRIME

Malaika Arora rolls back the years and opens up about fame, family,
and the importance of reinvention

Photographs **TARAS TARAPORVALA/INEGA TALENT**
Fashion Director **PASHAM ALWANI**
Words **SYDNEY ATKINS**

Lace bustier, **Hunkemöller**, ₹ 3,995; button-down shirt,
Lovebirds, ₹ 14,500; embellished trousers, **Other**, ₹ 22,000;
textured hexagon hoops, **The Loom Art**, ₹ 2,100;
statement ring, **Misho**, ₹ 8,500



An iconic photograph of Malaika Arora, taken circa 1998, has perhaps defined her persona and career path. It's a typical filmy photograph, loud, flashy, and seductive. Beside a *ghagra*-clad Arora is the undisputed King of Bollywood, arms spread in his trademark style, dimpled smile, setting the nation's hearts aflutter; and yet, your eyes will be drawn to her. In retrospect, that frozen moment's red, black, and silver tones seem to scream something about a young siren arriving and intending to remain, emblazoned in our collective memory.

It is not hard to see the allure of photographing Arora in this way. She's gorgeous, and all of us who grew up in the gos could attest to her consistent presence in our points of reference, be it MTV India, those iconic songs, the silver screen, or our style check mirror moments before leaving home.

But I feel there's more to the star than she lets on. As a gos kid familiar with her rise to fame, I know she's intelligent, wise, discerning, brave, and resilient enough to have survived (and thrived) under the arclights for 20-plus years. This interview was an attempt to peel back the layers and glance, even fleetingly, at the woman behind the persona, who has managed to remain relevant despite decades in the business. Of late, cupid has been her close companion.

Arora the VJ, model, actor, dancer, host, daughter, sister, ex-wife, mother, girlfriend, yoga diva—woman seems to be basking in the kind of love and success her prophetic anthem espoused.

Our meeting is riddled with technical difficulties exacerbated by poor WiFi, where Arora is spending a lazy Sunday afternoon with family. Although interrupted by staccato phrasing over a Zoom call, when we finally meet, she is calm, cheerful, and generous with her time and responses. Once the pleasantries are done, she assures me she is more than happy to answer questions that have nothing to do with Bollywood.

GRAZIA: How are you doing, Malaika? What's been on your radar these days?

MALAIKA ARORA: Life is good, and I am in a very happy and contented space. I've been dabbling in so many things, but my passion right now is Malaika Arora Ventures. It is a platform to spring start young entrepreneurs, many of whom are women who have found a new sense of purpose after emerging from the pandemic. It has been interesting to connect with a wide spectrum of people and engage with their ideas and visions. Many of their projects align with my areas of interest, whether fashion, food, wellness, or lifestyle

it's wonderful to have the opportunity to give other innovative individuals a launchpad of sorts.

G: You've been a public person since your MTV days, yet little is known about your childhood. Tell us about the parts of your childhood that shaped the person you are today.

MA: I had a wonderful childhood, but it wasn't easy. In fact, in retrospect, the word I would use to describe it is tumultuous. But tough times teach you important lessons too. My parents' separation allowed me to observe my mother through a new and unique lens. I learned a rock-steady work ethic and the value of getting up each morning to do whatever it takes to become fiercely independent. Those early lessons are the cornerstones of my life and professional journey. I am still fiercely independent; I value my freedom and live life on my terms. The world could be going crazy around me, but these fundamental attitudes imbibed during my formative years hold me in good stead.

G: Coming of age in the 90s, what was it like to be famous and recognisable pre-social media?

MA: The love from my fans is universal and transcends time and changing cultural landscapes. Every day I am humbled by the admiration, interest and love I receive from people worldwide. When I was starting out, our interactions were fewer but more genuine. Meetings were spontaneous and underpinned by a sense of ease, simplicity, and fun. That's certainly not the case these days. I love social media and leverage it quite effectively, but I find everything must be premediated, calculated, and measured today. People in the public eye need to be conscious, guarded and thinking ahead—lest something they do or say be misunderstood or, worse still, misconstrued. Social media is the best and worst tool that celebrities can use—it is a different world that we have to navigate each day carefully.

THE PROFESSIONAL

G: You've managed to carve a niche for yourself that isn't unidimensional. Which of your current pursuits are you most passionate about and why?

MA: While Malaika Arora Ventures is my current baby, I could never select just one. I am hungry for more, and I want people to see me as more than just a pretty face. I have only just begun exploring all the possibilities that are out there. The world is our oyster, and now more than ever, women can dream without inhibitions and attempt to convert those dreams to reality. Today's environment allows me to challenge those perceptions

Waistcoat, **Staple**, ₹ 2,999; tie-up trousers, **Deme by Gabriella**, ₹ 23,500; textured hoops, **Flowerchild by Shaheen Abbas**, ₹ 4,500; charm bracelet, **Anatina**, ₹ 3,750; chain link bracelet, charms, both **The Loom Art**, ₹ 1,200 and ₹ 1,100 each respectively



of me that existed previously, and I am excited for wherever the path ahead leads.

G: What's your strategy Malaika? How do you remain relevant?

MA: I think the strategy is reinvention. Famous people are brands in their own right and need to adapt to changing times and expectations. It's not always easy to stay ahead of the curve, but it is necessary and not unique to celebrities. Professionals in every sphere must embrace change and explore new possibilities. In our current global climate, there is no space for complacency; stagnation is not an option. Surrounding yourself with intelligent and hardworking people helps you make mental shifts and learn in many different areas of life. As I see it, reinvention is a deeply personal — a mental state first, but it is then nudged along by the quality of the people you associate with.

G: I read a phrase recently that remained with me; *the pandemic revealed us to ourselves*. What has the last two years revealed about you?

MA: That I am comfortable being alone without any trappings. Like many others, I am used to the frills of a good life, but I have learned they are unnecessary in the larger scheme of things. Time spent with oneself is crucial for self-development and self-growth, and I value my time more than ever before. The pandemic also solidified my understanding of how essential it is to reach out to people. We sometimes get consumed in our own lives and pursuits and take people for granted, but connections matter and require effort to nurture and cultivate. If it's important to you, you must give it your time and attention.

GETTING PERSONAL

G: Arhaan turns 20 this year. Describe Malaika the mom.

MA: I'm no helicopter mom, but I am strict. I believe that I have managed to strike a balance between being a parent and being a friend. Arhaan knows he can talk to me about anything at any time. Children need to know that they have a non-intrusive support system. So I am fun, chilled out, and don't monitor his every move, but he knows that I mean business.

G: Finally, Malaika — what do you hope your legacy will be?

MA: I want to be known as a woman who lived life queen-sized and on my terms. The trajectory of my life should inspire people to take charge of their circumstances. There are no shortcuts, and the sooner you embrace your opportunities underpinned by a tough as nails work ethic, success will follow. My mother embodies this; I have duplicated that mantra in my own life, and so many others, too, have managed to make something out of the lot they have been dealt. ■



Lace bodysuit, **Hunkemoller**, ₹ 4,995; satin tie-around shirt, **Aroka**, ₹ 6,800; statement necklace, **Valliyan**, ₹ 8,500; pearl enamel stackable rings (part of a set), textured rings, **The Loom Art**, ₹ 2,900, ₹ 1,600 each respectively

Hair and make-up **MEHAK OBEROI** at **EFICIENTE MANAGEMENT**
Assisted by (styling) **NISHTHA PARWANI, NAHID NAWAAZ**



Blazer dress, **Gucci**, price on request;
pearl enamel hoops, **Anatina**, ₹ 2,450

CHANGING THE GAME

Women pioneering alternative sports in India talk about their love for the outdoors, sports as an expression of femininity, and helping hundreds of young girls change the tide

Words **ANAND SINGH**



Surfing is still in its nascent stage in India and women surfers in the country are still finding their footing

“Rock climbing is like a meditative dance to me. It’s a sport that requires you to be present in the moment, fully aware of every muscle in your body.” This flip side of the seemingly gruelling sport made Bengaluru-based climber Gowri Varanashi fall in love with it. Varanashi tussled with the steep rocks of Badami, Karnataka, in 2018 to become the first Indian woman to execute ‘French Indian Masala’ – a daunting climbing route that very few women dared to attempt at the time.

A passionate environmentalist and avid climber (with numerous successful climbs in India, the US and Peru under her belt), Varanashi has been helping push the sport through her community-based initiative, Climb Like A Woman (CLAW). Varanashi and the CLAW core team – climbers Perna Dangi, Mel Batson, Lekha Ratnam and Vrinda Bhageria have been working towards changing the way Indian women perceive the sport. “CLAW has never been about training people to become super strong. Our goal is to help women break the narrative they’re fed. We want to make them realise they can do these seemingly ‘impossible’ things and have fun while at it.” Varanashi’s advice to young women attending CLAW sessions is concise and effective. “I tell them to listen to their bodies and trust the process. There’s no point pushing too hard and sustaining injuries. Their goal should be to have fun climbing and develop a close relationship with their bodies.”

She believes a key problem in getting more women to try climbing is the sport’s athletic, male-dominated perception among the masses. “There is a common misconception that rock climbing is this rugged sport that requires

supernatural upper-body strength. It’s made out to be so difficult that women get intimidated before they even start. They think it’s just not for them.” Her solution? Offering one-on-one (and remote, through satellite CLAW teams) climbing sessions to women to help them redefine their fundamental idea of the sport. “We’re trying to make women understand that nothing about the sport is ‘too masculine’ for them. Being a good climber comes from having a profound sense of body awareness, a certain grace and technique to how you move. What can be more feminine than that?”

ONBOARD

On the other side of Bengaluru, inside Sarjapur’s sprawling sports complexes, lies another shining beacon of change. Thanks to city-based skater Atita Verghese (who happens to be India’s first female professional skateboarder), the skate parks in the vicinity are always bustling with young girls (often in tightly secured *kurtas* and *chunnis*) discovering the joy of skateboarding. Verghese’s aptly named initiative, Girl Skate India (started back in 2015), works towards encouraging Indian women to pick up skateboards and experience the emancipating high they bring with them. “I started Girl Skate India because I wanted to show people in the country, especially young girls, that skating is more than just a craggy, male-dominated sport. It is a worldwide phenomenon, a whole culture deeply rooted in confident self-expression,” says Verghese.

The most important part of her work has been helping children discover the fascinating sport for



Varanashi has been helping push rock climbing through her community-based initiative, Climb Like A Woman



“Being a good climber comes from having a profound sense of body awareness, a certain grace and technique to how you move. What can be more feminine than that?”

themselves instead of observing it through the heavily-skewed lens of popular media. “I don’t think kids inherently think about these things. No kid has ever thought, ‘Oh, I should not have this much fun because I’m a girl’. The old rhetoric they’re fed leads them to believe skating is just for boys. All our work at Girl Skate has been towards helping them unlearn this. We believe in the ‘do whatever you want to do’ philosophy.”

Girl Skate India’s skate sessions and camps are open to women of all ages willing to give the sport a chance. Their objective: Helping the attendees retain and nurture their femininity in the face of their newfound skateboard-wielding freedom. “The nail bars we set up at events, the DIY clothes, everything serves to remind people that you don’t have to let go of your femininity to pick up a skateboard. The scene has enough room for you, no matter who you are.”

Verghese also wants to aptly communicate to the young girls under her wing that genuine love for sport lies at the heart of skateboarding’s music, outfits and pizzazz. “Sure, fashion is a part of the culture and the entire self-expression facet, but I’m also aware of the privilege it takes to do that. I tell everyone that they don’t need to be able to afford a certain brand of clothes to be able to skate. All they’ll ever need is a board.”

BREAKING THE WAVES

In the quaint fishing village of Kodi-Bengre, off Karnataka’s coast, is where surfer and open sea diver Ishita Malviya is living out a similar dream. To her, learning how to tame the ocean and liberate herself has been the experience of a lifetime. “Surfing



to me is a deeply humbling experience. It’s like you park your life on the shore and try to connect with this ginormous force of nature – the ocean.” The waves, however, haven’t always been kind to Malviya. She recalls quelling numerous doubts, which stem from a fundamental mental

barrier – being a woman. “You tend to get intimidated when you find it difficult to paddle in the water initially. As a woman, your head instantly tells you that this requires great upper body strength and whatnot, and it’s just not for you.”

To her, the most effective



way to counter these doubts has been through the simplistic, life-affirming philosophy she chooses to stick by. “The one thing I always live by is that the best surfer has the most fun. It’s not about outperforming the men or catching huge waves that you can tell people about. The true

beauty of surfing lies in just how peaceful and unbound it makes you feel.”

At Kodi-Bengre’s Shaka Surf Club (founded by Malviya and college-mate Tushar Patiyan), Malviya strives to help young children from the village discover a liberating side of the ocean

“The one thing I always live by is that the best surfer has the most fun. It’s not about outperforming the men or catching huge waves that you can tell people about. The true beauty of surfing lies in just how peaceful and unbound it makes you feel”

that they’re never known. “For the people that live there, the ocean isn’t as calm and inherently peaceful as it is for us. They’ve always had to wrestle and often lose to it to make a livelihood. Shaka is all about getting the new generation to break these cycles.” Malviya’s work primarily focuses on giving young girls the extra nudge she believes they need to try the sport on for size. “The girls we work with are tangibly repressed. Women here are often married off young and told not to go into the water because that’s the man’s job. There’s also an aspect of them getting ‘darker’ in the sun, hanging out among waves that are too dangerous for them. We work a little harder towards getting young girls and women to surf.”

If given enough faith and patience, Malviya believes surfing can help girls in Kodi-Bengre and anywhere else develop a healthier relationship with their femininity. “As Gowri put it, it’s more about grace and balance. Surfing can and should express who you are as a woman, almost like a classic dance form.” ■



Karu Research's Kartik Kumra wanted to give a spin on streetwear with heritage textiles

Pandemic-born young brands are challenging the industry as they rewire the business of fashion

Words **SHRIYA ZAMINDAR**

“I don’t know how other brands operate but I’m approaching it by how I think I should do it, I have no reference point frankly,” says Kartik Kumra, an undergraduate student at the University of Pennsylvania who is taking a gap year to run his streetwear brand, Karu Research. The word ‘Karu’ translates to artisan in Sanskrit, which is apt, considering Kumra’s relationships with Indian artisans form the crux of the label. Since its inception, the label has been well-received and is available at Mr Porter, Ssense, and Selfridges, to name a few.

A million ideas often float in the industry, some pipe dreams, some that take off. But it

has become increasingly hard to find a niche space to fill when the market is saturated with new and upcoming labels almost every day. Even then, young creatives haven’t stopped dreaming. Pure ambition drives the want to create their footprint. That confidence in their vision is the new currency that visionaries need today to elbow their way into a cut-throat industry. Surprisingly, people love that. They’re buying into what young brands offer today, more so than established names, which begs the question: How have these nascent labels hustled into the scene with phenomenal growth, which has taken their predecessors in the game much longer to achieve?

NEW BEGINNINGS

For designers Saurabh Maurya and Ranjit Yadav of label Margn, starting their venture was inevitable, even if the timing was off. The NIFT graduates were still working full-time jobs when they decided to pitch in their savings to get their now-famous label off the ground. It was a terrifying time for the duo, with downsizing at its peak and the continual fear that a layoff would hinder the bigger plan. “Ruchika Sachdeva of Bodice had once said, ‘you might be doing something really amazing in some corner of the world, but what use is it if no one knows about it?’ That has stuck with me since the beginning,” remembers Maurya. While the initial capital may not have been much, it was all the designers required to kickstart their brand. They have since showcased at London Fashion Week.

In terms of investment, Kumra also took a similar path, his side gig reselling sneakers created a piggy bank of savings that he eventually used as seed money to start Karu Research. It helped that Kumra comes from a finance background, coupled with an in-depth knowledge of the kind of fashion he wants to create. Looking up to cult brands like Kiko Kostadinov and Comme des Garçons, he

has a strong image in his head, backed by an intuitive approach.

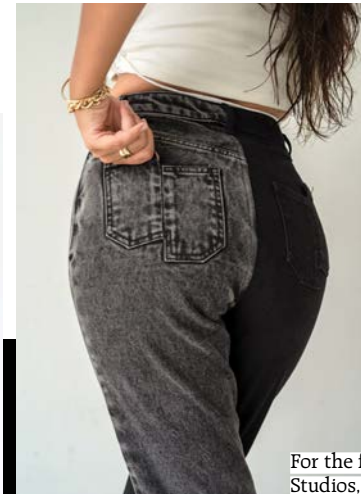
“If you launched a brand in the middle of the pandemic, you would have had to believe that your product is essential for people irrespective of stay-at-home orders and a potential recession,” explains Angélique Raina, founder of brand consultancy Intuition + Strategy, and “one to watch out for” in the luxury sector according to *Fortune* magazine.

At Osé Studios, a burgeoning streetwear brand focused on femininity through sharp cuts, the founders created their vision through Instagram. Where Margn focused on

the runway, Kumra’s idea was to seek out buyers and retailers to try out his designs, hoping to cement his label in the realm of high fashion. For Osé Studios, it was much more grounded. The idea was to introduce their organic audience on social media with wearable pieces of premium quality, advocating against the typical oversized fits that Indian contemporary labels have been offering.

Delving deeper into the workings of the female-run streetwear label, you can find attention to detail as a





For the founders of Osé Studios, the idea was to introduce new, flattering silhouettes in a slow fashion context that would appeal to an Instagram-friendly community



core policy, whether working on designs or packaging and marketing. “Since we are a non-seasonal and slow fashion brand, the way we operate is different. The traditional business model of bulk producing does not work for us. We believe in spending time with the design, construction, fabric, and fit before putting it out in the market,” reveals co-founder Twishaa Bhagat.

“Since we are a non-seasonal and slow fashion brand, the way we operate is different. The traditional business model of bulk producing does not work for us”

new styles were essential in keeping customers interested. For mere embroidery swatches, delivery days took up to 20 days.

NETWORK ISSUES

All the designers I spoke to emphasised the significance of personal touch and a hands-on approach to the clothes made, which may have won them an audience. Margn started with a knitting community nestled in Kullu, with whom the duo communicated daily, while for Kumra, the search began cruising through state lines in search of textiles and artisans that would provide the foundation to his vision.

But once the ball got rolling, supply chain issues created the biggest hurdle. “As a young brand we have always avoided creating any waste in production, so for now, we follow a made-to-order model. During the pandemic, this was something we couldn’t control. We worked with small flat-knit studios, which would earlier make knits for us once we received an order. Once the artisans got sick, we had to notify the customers about the delay and that messed up the entire process,” explains Maurya.

A disorganised artisanal sector meant that the pace of production fluctuated often. The delivery delays also became a new hindrance to tackle. Kumra’s experience guided him to stick to a smaller selection of weaves that would act as the base and simultaneously offer ease in production. But it wasn’t a likely option for Osé Studios, where

The brand also works with extended sizing, including a 2XL size in their category, which has been a tricky subject as their business model works on producing “less but quality”; hence a variety of sizes does not turn out to be practical. “Even when it comes to cost, it depends on the brand and their willingness to compromise their profit margins. We do not believe in putting a fat tax on bigger bodies,” justifies Nishika Bhagat, co-founder of Osé Studios.

BUY BIG

In the face of a new normal, labels are also focusing more on offering brand transparency, which helps support their image as ethical and trustworthy to new customers. “New labels offer more value at every price point – they understand that they have to walk the talk, so they offer more detailing, more value, more research than established brands that can skate by on the virtue of their legacy and size,” says Raina. They’re listening to the wants and needs of their audience. Kumra introduced a cost breakdown in one of his early collections to showcase to his new audience the skill put into each creation.

For Margn, Instagram also proved to be a dependable server for shopping. “While reviewing our data recently, we realised most of our sales are directed through Instagram. The audience first scouts us on Instagram and they are then directed to our website and other channels,” says Maurya.


Margn caters to a diverse community, challenging norms of masculinity and identity

With social media as the primary platform for their reach, how does it inform their marketing strategies moving forward? Celebrities are, interestingly, not the driving factor at all. “We believe in creating a community rather than just directing content through the key influencers,” says Twishaa Bhagat. Something that also Margn and Karu Research believe in. “I get that it’s important, but I don’t get much gratification if a celebrity buys my product,” muses Kumra, who does not hold interest in rapid marketing activities over social media and believes his clothes would be the main deciding factor for clients. And while these thoughts are individualistic, they are uncommon in terms of how the system has run to date.

Public relations have been a competitive space, where young labels are often pushed to be more innovative and different, according to Twishaa Bhagat, who found the experience baffling and has gone through four PR firms in the hopes of finding one that has a better grip on how she hopes to work on her slow fashion business model.

Even when navigating these hurdles, these new labels have found a more hands-on way to navigate the system, giving tough competition to established brands. The big reason why?

They're listening to a community and addressing their needs by revealing a more grounded and transparent functioning.

"I have seen the brands that came after or during the pandemic are making less, but the quality is great. The conscious choice of materials and new systems existing in this traditional industry is becoming more and more prevalent," thinks Maurya. 

Pop-ups have been a potential option for all these creatives, with some of them keeping it strictly social media-centric. With this temporary store-like atmosphere, they're testing waters and wanting clients to interact directly with the product. "When you present a Merino wool knit as an image on a website, and it's priced at ₹ 10,000, I guess people don't understand what's the money for unless you have already established yourself," muses Maurya.

Social media is surprisingly an important – and carefully curated – space for the designer duo, where they can express themselves as they see fit instead of having a set template to follow, which is often incorporated by brands today. “Our social media is more dependent on my feelings or mood on a particular day. It’s very organic. If I feel happy, you can see it. If I am not in the mood, I won’t post at all. It’s very personal that way. That’s how I want to keep going. I don’t want to be different, I just want to be me,” reveals Maurya.

“Our social media is more dependent on my feelings or mood on a particular day. It’s very organic. If I feel happy, you can see it. If I am not in the mood, I won’t post at all. It’s very personal that way”

The GMA gift hamper was filled with all the best goodies. Ranging from exquisite chocolates to essential oils, here's what made up the ultimate care package

FOR THE LOVE OF ALL THINGS BEAUTY

In need of a new makeover, or perhaps you just want to spoil yourself? We've got you covered with an annual Insiya Bridal and Skin Studio subscription. In Mumbai, Insiya Bridal and Skin Studio offers a full-service luxury salon. As you walk past those deluxe doors, you will be greeted with grandeur as the studio has created a luxurious aura. Enhancing the patrons' beauty with its superior quality grooming services from professionally qualified and experienced staff, the unisex salon offers an unparalleled experience. With the touch of an angel, your skin is gently caressed and pampered like never before. Insiya brings to its clients a wide range of skincare services, fit for each skin type, with an exclusive tie-up with luxury brands such as Rica, Casmara, Algoterm, and many more. Beyond its charms, the salon also offers top quality service, ensuring that the customer is treated. Experience the day in the life of a king or queen as you receive royal treatment from head to toe. Insiya is a compartmentalised beauty extravaganza with specialised rooms designed for your every need. It provides a range of services, particularly bridal makeup, making it the ideal place in Mumbai. All under one glorious roof, Insiya offers the most assured skincare and bridal services to its clients, guaranteeing that you step out feeling like the most beautiful bride, beautiful bride.



A SWEET SURPRISE

The best way into someone's heart is through their stomach, so why not offer something sweet that will keep them craving for more? We plan to win you over with these one-of-a-kind yummys.

The award-winning chocolaterie, Jus Like

That (JLT), offers chocolates to heighten all your senses. Fusing luxury with well-being, the JLT chocolates are a healthy indulgence. With their clients' satisfaction at the core, these sweet treats are designed for your joy and delight. Using the finest ingredients, JLT products demystify the notion that healthy food is flavourless and unappetising.

Experimenting with a range of tastes, textures and flavours the possibilities are endless. Catering to a stream of A-list celebs of the likes of Priyanka Chopra, Ayushman Khurana, Karan Johar, and many more, it's no wonder the young brand is a premium choice. In addition to these guilt-free treats, another joyful surprise is the dried fruits that bear a splendid taste on their own. Rich in protective antioxidants that will revitalise your body by enhancing your energy and stamina. Who knew eating sweet treats could feel so good? As you ingest them, your body thanks you. Their attention to detail and health consciousness, paired with exceptional taste, makes JLT a world-class brand. JLT chocolates and dried fruits are the perfect addition to a balanced diet with a taste of luxury.



THE ESSENCE OF BEAUTY

This care package would be incomplete without a collection of earthy concoctions to elevate your daily skincare routine. Presenting this pack of essential oils from Vedic Bloom. These oils are a luxury gift curated to engage with all your senses. Vedic Blooms' oils possess many health benefits, including helping improve emotional well-being and spiritual awareness, enhancing your physical well-being, and disinfecting and purifying your living space. With a mission to provide you with the goodness of nature by developing natural products that don't harm the soil and the environment and supplier and customer, sustainability is at the

core of all these products. Cognizant that the skin is a soft and delicate part of our body which should be treated with the utmost care, Vedic Blooms' essential oils are made of high-quality oils with no fillers, additives, bases, alcohol, fragrance or other carriers suited for a rich experience every time it is used. All fused with natural elements, each oil carries its unique traits. Bergamot skin is perfect for hair, mental and respiratory health with its warm citrusy scent. Ylang Ylang is beneficial for stress, anxiety, depression and palpitations. Lemongrass controls oil secretions making skin smooth. Geranium is best suited for skin toning and nourishment, and lavender is known for its therapeutic properties and its sweet-smelling and aromatic scent. These super oils are the best way to indulge yourself in a rich natural aroma.

A GIFT FROM NATURE

Did you know that two spoons of honey could transform your life? If you didn't, we're here to spark that change in your life Wild Forest Organic Honey from OneLife. The perfect way to cut down or replace sugar in your diet. High in nutritional value, from helping you fight off a cough to improving your heart and skin health, the benefits are endless. Found abundantly in the Himalayan forest, the golden nectar taste and aroma are hard to miss, and it is powered with natural energy. Made of the nectar of various delicate flowers, this godly delight's power is uncontested. We stan a multipurpose goodie! We were once taught that playing with food is a big

no-no, but Wild Forest Organic Honey is the exception. Whether you want to sweeten your marinades, drizzle honey on top of your delicious pancakes or mix it into your oatmeal before your pre-workout routine, Wild Forest Organic Honey will spread. As it improves your digestion, you'll notice how it just dances from the tip of your tongue and down all way to your stomach. The distinctive flavour and dark amber

appearance are a product of the fusion of various flowers collected from several plants in the meadows, forests and mountains. This certified treat is 100% natural. After taking the first spoon, you'll never want to stop. Indulging in Wild Forest Organic Honey is not an activity; it's a lifestyle.





SEPHORA

PRESENTS

GRAZIA MILLENNIAL AWARDS 2022

IN ASSOCIATION WITH

CROCS



INSIGHTS



The second edition of the Sephora presents Grazia Millennial Awards 2022 was the coolest millennial party of the year. It was a night that raised a toast to the disruptors, trendsetters and achievers who've driven a change with their talent and unique skills - here's a look back at everything that went down at the second edition of the highly anticipated Sephora presents Grazia Millennial Awards 2022 that took place on the 31st of March at the JW Marriott Juhu Hotel in Mumbai. The coolest millennial party of the year saw the attendance of industry stalwarts, celebrities, fashion influencers and models to cheer on the game changers of the year gone by.

Sephora presents Grazia Millennial Awards 2022 in association with Crocs India; Johnnie Walker Refreshing Mixer Non-Alcoholic; ET Edge Insights, and The Economic Times, India Leadership Council.



Designer of the Year:
Dhruv Kapoor



Model of the Year:
Varshita Thatavarthi



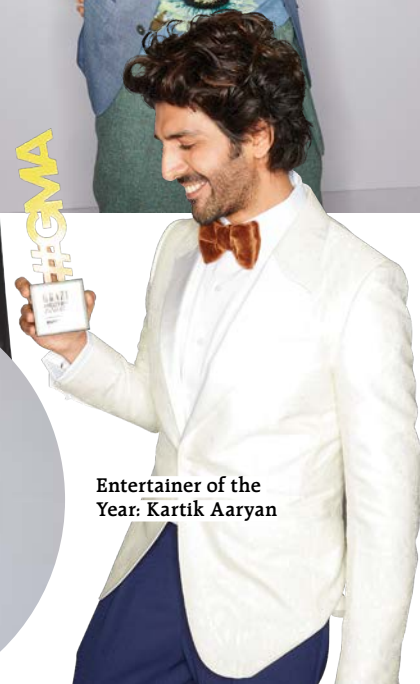
Popular Choice Award -
Most Loved Millennial:
Siddhant Chaturvedi



LGBTQIA+
Activist of the Year:
Grace Banu



Social Impact
Award: Hemkunt
Foundation



Entertainer of the Year:
Kartik Aaryan



Millennial Star on the Rise: Kiara Advani



Scene Stealing Performance of the Year: Taapsee Pannu



Digital Influencer of the Year: Prajakta Koli



Mould Breaker of the Year: Ayushmann Khurrana



Breakthrough Performer of the Year: Adarsh Gourav



Contemporary Craftsmanship Award: Chanakya School of Craft



Performer of the Year: Ranveer Singh



Global Millennial of the Year: Harnaaz Kaur Sandhu



Roma Narsinghani



Raja Kumari



Malvika Sitlani



Jatin Kampani



Aparshakti Khurana



Tejasswi Prakash



Amol Parashar



Varun Thakur and Sophie Choudry



Shantanu Maheshwari



Nitya Arora



Ruhii Singh



Harnaz Kaur Sandhu



Mitali and Summiyya
of House of Misu



Aparna Badlani and
Payal Singhal



Shriya Pilgaonkar



Kabir Khan



Palak Tiwari



Aahana Kumra



Erika Packard



Lisa Mishra



Sonnalli Seygali



Nachiket Barve



Hosts for the night, Varun Thakur and Sophie Choudry with Ranveer Singh

Deepak Lamba, CEO Worldwide media, presents the Popular Choice Award-Most Loved Millennial to Janhvi Kapoor

Guests sharing a light moment at the Sephora Grazia Millennial Awards

The Chanakya School receive the award for Contemporary Craftsmanship

Model of the Year, Varshita Thatavarthi

Performer of the Year: Ranveer Singh

Tapsee Panu

Ayushmann Khurrana and Kartik Aaryan leave the audience in splits

The winners at the Sephora Grazia Millennial Awards

Popular Choice Award - Most Loved Millennial: Janhvi Kapoor

Grazia's Editor-in-chief, Mehernaaz Dhondy with Designer of the Year, Dhruv Kapoor

Ayushmann Khurrana and Aparshakti Khurana being #SiblingGoals

Kiara Advani

Raja Kumari and Prajakta Koli

Global Make-Up Artist of the Year: Patrick Starr

Harnaz Kaur Sandhu

Harteerath Singh

Entertainer of the Year: Kartik Aaryan

The gorgeous decor, Courtesy Interflora



Palak Tiwari



Aahana Kumra



Prajakta Koli

One of the busiest spots of the night's pink carpet was at the Johnnie Walker Refreshing Mixer booth. The attendees, including the night's winners and a few other notable social media stars, took time to talk about their journeys, their aspiration to set ambitious goals, forging ahead to newer heights and so on. Their dedication is truly an embodiment of the Keep Walking ethos.



Ruhii Singh



Raja Kumari



Harteerath Singh



Malvika Sitlani



Shantanu Maheshwari



Aanam Chashmawala



Amrita Thakur



Amol Parashar

FANTASY LAND

*Currently on our radar: Bejeweled extras, butter soft fabrics
and a whole lot of glam*

PHOTOGRAPHS **EMRE GUVEN**
STYLING **SELIN BURSALIOGLU**





Satin dress, jacquard
shorts, leather
sandals, all Prada

Silk dress, silk gloves, all Moschino,
silk scarf, Salvatore Ferragamo; satin
décolletées, Primadonna





Crochet jacket, tweed skirt,
both **Chanel**; faux leather sandals,
Steve Madden; hat, **Maison Michel**






Floral lace dress, Missoni;
laminated floral trench, floral
hat, all Moncler 1952 Woman

The photo shoot was carried
out in the spaces of Villa Panza,
in Varese, home of a collection
of American contemporary art
from the 1960s



Knitted dress, Ermanno Scervino; thin cross
stripe sandals, Elvio Zanon
Beauty Idea: For the body, Renewing
Moisturizing Cream With Hyaluronic Acid
(Dibi Milano, In Institute)

A full-page fashion photograph featuring a woman with blonde hair, wearing a vibrant yellow jumpsuit and pink sandals. She is leaning against a grey metal fence in a garden setting, with her hands raised to her forehead. In the background, there is a stone statue of a cherub and a large stone urn. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The overall mood is elegant and sophisticated.

Blouse, trousers, both Emilio Pucci;
mules, Tamaris





Blouse, mini skirt, coordinated jacket, all
Lanvin; metallic sandals, Valleverde; ring,
Dior; reflectors, Giambattista Valli

Casting SIMONE BART ROCCHIETTI at
SIMO BART CASTING
Model ELODIE CHRIST at MONSTER
MANAGEMENT
Make-up ANNA MARIA NEGRI at JULIAN
WATSON AGENCY USING BYREDO
Hair MAURIZIO KULPHERK @ ETOILE
MANAGEMENT

HOT GIRL SUMMER

From airy dresses to OTM extras and the luggage to pack it all in – we've got you covered for your next getaway

Junior Fashion Stylist **NISHTHA PARWANI**



Leather tote,
Coach,
price on request



Jumpsuit,
Adidas
Originals,
₹ 5,999



DIOR



ENFANTS RICHES DÉPRIMÉS



Cotton sports bra,
Hunkemöller,
₹ 2,995



Utility jacket,
Arket,
₹ 19,765 approx

OFF THE GRID

Even as you book your first flight to an idyllic beach destination, don't forget your airport look. Monochromatic comfort athleisure clothing will serve you well. Take cues from Dior and pair your set with a cutesy bralette or go for a breezy shirt like at Eiko. Our tip? Accessorise with an oversized tote that's chic and spacious enough to fit in all your in-flight essentials.



DEMEULEMEESTER



Tote bag, H&M,
₹ 1,499



LOEWE



Laceup sneakers,
New Balance,
₹ 9,999



EIKO AI



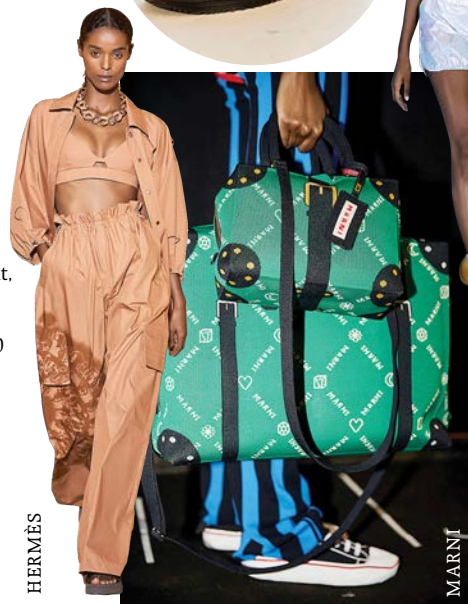
Faux leather bag,
Accessorize,
₹ 3,990



Chunky sneakers,
Steve Madden,
₹ 10,999



Jumpsuit,
Earnest
Leoty,
₹ 26,900
approx



HERMÈS

MARNI



ALL THAT SHE LOVES



Sweatshirt,
United Colors of
Benetton,
price on request



Cotton shorts,
United Colors of Benetton,
price on request



LAURA BIAGIOTTI



Printed floral,
Nicobar,
₹ 2,500



AIMEE NIELSEN



DUNCAN



Printed, Pari Pari,
₹ 5,500



Cashmere,
Satya Paul,
₹ 12,995



STINE GOYA



Tasselled,
Global Desi,
₹ 899



Ribbed (pack of two),
H&M, ₹ 1,299



Two toned,
Duskii,
₹ 10,299 approx



Contrast stitched,
Ookioh,
₹ 3,872 approx



LIFE BY STYLE



CHANEL



Square neck,
Haight,
₹ 24,082 approx



LULI FAMA



ISSEY MIYAKE



Striped, Mango,
₹ 3,590



Ruffled, Ganni
₹ 26,900 approx



GAUCHERE



Cotton poplin, Tory Burch,
price on request



RAF SIMONS

DOUBLE DUTY

While your statement pieces may have served you well, it's never too late to go back to basics. From versatile shirts doubling up as chic cover-ups to neck scarves being the perfect hair accessory (goodbye, bad hair days), one thing's for sure – these pieces are always at the top of our packing lists.



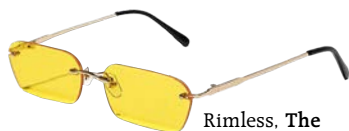
COPERNI



BUDAPEST SELECT



Cat-eye, Victoria's Secret, ₹ 7,300



Rimless, The Tinted Story, ₹ 1,999



Jumpsuit, Earnest Leoty, ₹ 26,900 approx



Tinted acetate, Thesto, ₹ 790



Two-toned, Vero Moda, ₹ 1,799



Bow, Myaraa, ₹ 2,460



Paper, Uniqlo, ₹ 1,990



EMPORIO ARMANI



LUISA SPAGNOLI

RULE OF THE EXTRAS

Whether on a nature trail or heading to the beach, a trusty sun hat is a holiday must-have. Prep yourself for yet another round of mimosas with a chic Blair Waldorf-approved headband, or opt for a bedazzled barrette to add equal parts drama and sass. Destined as a comeback, up the ante with a timeless pair of Nineties-inspired sunnies to add a hint of nostalgia to your beach looks.



MAX MARA



Silk, Jennifer Behr, ₹ 23,151 approx



Ruched, Kazo, ₹ 590



Embellished, Tory Burch, price on request



Crystal, Miu Miu, ₹ 36,359 approx



TOM FORD



Satin, Zara, ₹ 2,890



Printed, So Fetch, ₹ 899



Pearl detailed, Accessorize, ₹ 749 (for a set of 3)



VERSACE



SIMONE ROCHA

SAINT LAURENT



Cotton blazer,
Vero Moda,
₹ 5,799

Cotton shorts,
Vero Moda,
₹ 3,499

SUIT UP

While it may be too hot for a classic three-piece suit, the comfort and chic factor that tailored separates add to a look cannot be denied. Think: Shorter hemlines, breathable fabrics and summer-friendly colours. Ditch the jacket for days you want to keep your look easier.



Double breasted
suit, Dsquared²,
₹ 2,51,207 approx



Tweed, blazer
Zara,
₹ 5,990

Tweed shorts, Zara,
₹ 2,890

STYLE YOUR SET

Go from wearing your timeless suit with knitted halter tops during the day to styling it with a lace bralette at night for max impact.



Camisole, Uniqlo,
₹ 990



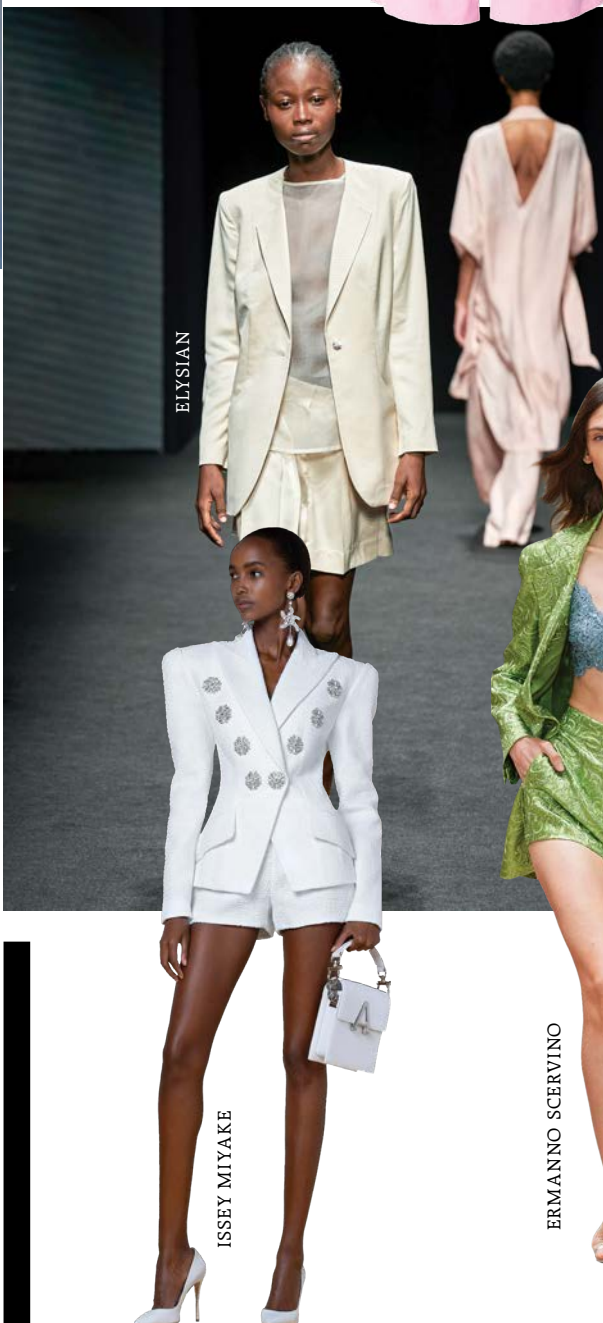
Bow bralette,
Marks & Spencer,
₹ 1,390



Knit halterneck blouse,
Mango,
₹ 1,675



Embroidered bralette,
La Senza
₹ 2,764



ELYSIAN

ISSEY MIYAKE

ERMANNO SCERVINO

JOHN RICHMOND

PLAY DRESS UP

There is nowhere a sundress can't go. Add a finishing touch with platform sandals. Juj it up with OTT jewellery or pair it with a chic bamboo bag to complete the look.



Beaded necklace,
Love Letter,
₹ 3,900

Pearl dangles,
Summer Somewhere
x Kira,
₹ 4,200

Straw bag, Staud,
₹ 30,586 approx



Brass bracelets,
Flowerchild by
Shaheen Abbas,
₹ 5,900
(for a set of 2)



Sling-back sandals, NA-KD at
www.nykaaafashion.com,
₹ 5,699



Smocked, H&M,
₹ 1,299



Printed midi,
Forever New,
₹ 6,200



Printed cotton mini, Hester BLY at
www.matchesfashion.com,
₹ 51,861 approx



Off-shoulder,
Malie,
₹ 17,000



AUTUMN ADEIGBO



JOHANNA ORTIZ



EMANUEL UNGARO



STELLA MCCARTNEY

BLOOMIN' THROUGH LIFE

A quintessential summer uniform that can be dressed up or down, depending on what the situation demands, sun dresses will be the hardest workers in your wardrobe. A perfect blend between chic and fun, choose from playful floral midis to statement cut-out maxis and off-shoulder minis.



Card holder,
Prada, price on
request



Passport holder,
STJX,
₹ 24,948



Printed,
Pillow Company,
₹ 7,700



Textured leather,
Hidesign, ₹ 3,395



Striped canvas, Giulia
Heritage,
₹ 1,55,281 approx

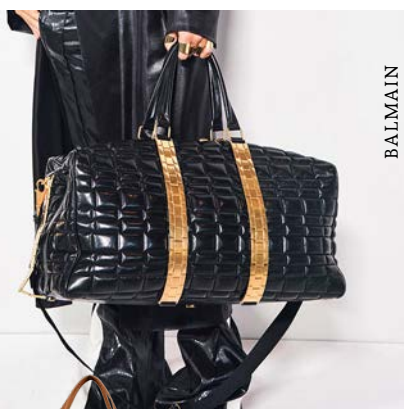


Transparent,
Béis, ₹ 10,533
approx



GIVENCHY

BALMAIN



EMPORIO ARMANI



Leather,
Modern Quests,
₹ 16,995



Nylon, Ikea,
₹ 4,490



Handcrafted,
Jaypore,
₹ 2,199

Nylon, Daily
Objects,
₹ 3,000



LOUIS VUITTON



Leather, Kate
Spade,
₹ 16,500



Leather,
Doodlage x Swarang,
₹ 24,000



JIL SANDER



CHLOÉ



SALVATORE FERRAGAMO



Textured, Mia Bag at
www.yoox.com,
₹ 4,724 approx

BAG IT

It's all about being trendy yet functional – from Balmain's sturdy duffel bag to Chloé's oversized tote and Jil Sander's compact phone sling. Whether it's a tiny lipstick or your entire vanity, XL bags bring in the practicality you need. However, a trusty phone sling also makes the perfect plus one for a fuss and hands-free night out. Also on our shopping lists: Passport holders to match your luggage. **6**

ON THE STYLE RADAR

SARTORIAL UTILITY

As Uniqlo and Marni come together for their newest collaboration, here's what the creative director at Marni, Francesco Risso had to say about the collection



GRAZIA: What was your first reaction when you heard about the collaboration?

Francesco Risso: I've been hugely excited about it since the very start. I really think this collaboration with Uniqlo comes at the best possible moment, because I see it as an additional step in the trajectory we've taken over the past two years. Little by little, we have readdressed all our processes to take the brand closer to people, to push it beyond the constricting templates of fashion and present MARNI authentically, engaging with and through the people in dialogue with the brand.

G: What inspired the theme of the collection?



We heard that from the beginning, you already had a very clear design concept. How did the inspiration come to you?

FR: Creatively, we've taken a very precise direction throughout the process, with the ambition to shape a wardrobe to be treasured and shared. We explored the notion of LifeWear through our very own experience and perspective and imagined a wardrobe that a whole family (or, better to say, a chosen family) could share and exchange, living their lives in it. We have tried to translate that sense of ease and familiarity also through the photographs, lensed by Jamie Hawkesworth, that present the collection.

G: The collection is very Marni with its vivid, bold, and graphic patterns. How did you come up with the original patterns of hand-painted checks, flowers, and stripes?

FR: Marni stands for colours and prints, and it always has. For this collection, though, we wanted to inject our floral prints with a slight nostalgia and our signature gingham with an artistic flair, transposing Marni's creative energy in brush-stroked lines.

G: How do you feel about Uniqlo's philosophy of LifeWear? You were already very familiar with Uniqlo products before the collaboration. What about the products stand out to you?

FR: I am really fascinated by Uniqlo's aesthetic and its proposition of smartly designed clothes for the everyday. Design-wise, Uniqlo's product can be considered an intelligent synthesis of material, colour and shape—but from my perspective, it's more than that. The commitment to offering a product that translates universally is utterly humanistic and, in that sense, deeply virtuous.

G: How did your design inspiration and creative process differ during the creation of this collection versus your typical process when working on Marni?

FR: Throughout the whole process, we have always tried to champion Uniqlo's ethos and the integrity that lies behind the brand's vision, giving our interpretation of Uniqlo's LifeWear through a slightly out-of-the-box proposition that combines impeccably crafted clothes with Marni's offbeat and life-embracing spirit.

G: How did you decide the design and silhouette for this Uniqlo x Marni collection? How did you decide on the colour palette?

FR: The collection will be released in May (2022), so we looked at colours that feel like summer, combining bold shades of red and cobalt with warm, earthy tones of khaki, ecru and olive green. Prints punctuate the range, connecting the collection chromatically in a mix of textures and monochromes.

G: What do you want the wearers of the collection to feel?

FR: I really hope that they feel good, that they feel like themselves, that they feel free. And that they live the best summer in these clothes.

G: In addition to feeling like Marni, what about the collection feels like you?

FR: Beside colors and prints, which are indeed very MARNI, the collection features some of my own signatures: grunge-inspired striped tees, wrinkled pajamas shirts and slouchy tailoring. And the combinations of bright and mellow colors, interspersed with a subtle '70s nostalgia.



A TIMELY LEGACY

Longines limited edition watches honour their partnership with the Commonwealth Games

There's something about timepieces that sets them apart from other accessories. A good watch imbues the personality of the wearer and is more often than not, an extension of the person themselves. So, when ace swimmer, Sajjan Prakash was presented with the 'HydroConquest XXII Commonwealth Games' watch, it truly was a magical moment for the athlete. At an event held at the Imperial Hotel in Delhi, Longines unveiled the new watch along with patron, Vikrant Massey in attendance who presented the watch to the young swimmer on behalf of the brand as he preps for the forthcoming Birmingham 2022 Commonwealth Games.



Longines and the Commonwealth Games go a long with their association dating back to the 1962 games held in Perth, Australia and have only been renewed since 2014. Together, they set a new milestone in 2020, in which Longines will serve as the official Partner And Timekeeper of the 2022 Commonwealth Games, and will continue the association up to 2030. The timepieces that Longines has launched are limited edition and pay homage to their continued partnership with the Commonwealth Games. With unidirectional rotating bezels and daring design that offers water resistance up to 300 meters, the watches are aimed at demanding athletes. Speaking at the event, swimmer Prakash said, "As a sports person, I always look for a style with comfort and ease which this Longines XXII Commonwealth Games Watch exudes. I wish the brand all the very best with this limited-edition timepiece and I hope it popularizes the Commonwealth Games in India. I am very proud to represent our country at the games and am looking forward to witnessing Longines as the Official Timekeeper of the games."

A SUMMER WEDDING

Couturier Abhinav Mishra announces the launch of his debut bridal collection

Summer brides have something to rejoice about as renowned couturier Abhinav Mishra forays into bridal wear with his very first bridal couture collection. At the heart of the collection, Mishra has tried to explore the concept of two hearts and souls uniting and being bound together by everlasting love. Indian weddings have always been a cause for celebration and the designer seeks to explore the traditional elements of Indian heritage that makes weddings into unforgettable memories.

The collection features delicate *zari* work woven into fabrics to create elaborate designs along with Rajasthani *Tikdi*, hand-embroidered *Dabka*, traditional *Nakshi* embroidery, and the twisted stitch *Marodi* along with *gota* work, and signature *sheesha* work (mirror-work) that the brand is known for.

"I'm delighted to announce my first ever bridal collection. Weddings have always fascinated me whether it was a family wedding or a friend's wedding. I've always been drawn toward the institution of marriage, the rituals, and the meaning it holds. Today whether it is Rani Pink Weddings or the Abhinav Mishra label, I am still drawn to it. The entire brand is built on the concept of Indian weddings and celebrations so what better way to launch our first-ever bridal collection for men and women," says Mishra. ■



Abhinav Mishra's new bridal collection is an ode to everlasting love and the cultural heritage of India

CHICONOMICS

Great style picks, all *under ₹ 5,000*



1



2



3



4



5



6

- 1 Printed dress, **Zara**, ₹ 4,990
 2 Round frame sunglasses, **The Tinted Story**, ₹ 2,499
 3 Cotton shorts, **Mango**, ₹ 2,390
 4 Handcrafted jute bag, **Jute Smart**, ₹ 1,199
 5 Underwired swimsuit, **H&M**, ₹ 1,499
 6 Brass hoops, **Lune**, ₹ 3,500
 7 Printed bucket hat, **Almost Gods**, ₹ 3,500
 8 Braided sandals, **Shoe That Fits You**, ₹ 1,800
 9 Enamel bracelet, **Moonray**, ₹ 4,050



9



7



8

THE WAY WE WEAR... CROCHET



GABRIELA HEARST

1.



Hand crocheted dress, Etro, ₹ 5,94,832 approx

+



Beaten gold bracelet, Flowerchild By Shaheen Abbas, ₹ 3,500



Multicoloured heels, Raye at www.revovle.com, ₹ 12,823

+



Shoulder bag, Miraggio, ₹ 2,999

+

A far cry from the dated granny-inspired crochet we once knew, the revisited 2022 iteration makes its way into all sorts of designs and patterns. Whether you opt for a head-to-toe monochrome, handspun look, just like at Soulland, or take cues from the eclectic colourways at Gabriela Hearst, one thing is evident: It's time to embrace the carefree and eccentric style of the 70s. **1**



2.



Cotton blend blouse, Mango, ₹ 2,390

+



Brass hoop earrings, Misho, ₹ 8,950

+



Flared trousers, Missoni at www.farfetch.com, ₹ 81,246 approx

+



Leather mules, Arket, ₹ 21,276 approx

+

3.



SOU LLAND



Faux fur jacket, Ami Paris, ₹ 1,74,958 approx

+



Crochet skirt, Martha Medeiros at www.farfetch.com, ₹ 74,163 approx

+



Loafers, Truffle Collection, ₹ 3,999

+



Crochet blouse, Salt skin, ₹ 1,500



BIG BAG ENERGY

*Nothing readies us more for imminent days off than
XXL bags for the beach and beyond*



Jacquard,
Dior,
price on request



Canvas,
Hôtel Hennes x H&M,
₹ 3,499



Striped,
Mango,
₹ 2,990



Cotton appliqué,
Anya Hindmarch,
₹ 40,149 approx

COOL FOR

THE SUMMER

From beach to brunch and everything in between, let your summer staples work double duty



Cotton T-shirt,
H&M,
₹ 699

The round neck Tee serves as a great layering foundation for days when you want to dress up but want to skimp on the skin show. Wear yours under a strappy bikini or a slinky camisole dress.



Multi-strap bag,
Steve Madden,
₹ 8,499

As life slowly returns to normal, we're back to our old habit of carrying everything under the sun in our totes. Pick a bright shade and a hold-all with multiple compartments.



Strappy heels,
Charles & Keith,
₹ 8,399

Hot pink is having a moment this season, and the best way to inject some pop into your wardrobe is via a pair of strappy heels. Plus points for wearing them in complementary highlighter hues.



**Easy
CHIC**



Recycled plastic necklace,
Studio Love Letter, ₹ 3,398

Reminiscent of summer camp – the beaded necklace still reigns supreme in our books. Layered multiple or worn solo, it's one add-on we aren't tired of.



Tie-up bikini, **Zara**,
₹ 3,499

It's time to trade in your trusty black one-piece swimsuit for a fun, printed tie-up bikini that can be styled in different ways.



Denim shorts,
Mango, ₹ 3,790

No summer wardrobe is complete without a pair of bright shorts. Pair yours with a Tee and bikini combo or an oversized printed shirt to nail that off-duty model look.

ISABEL MARANT

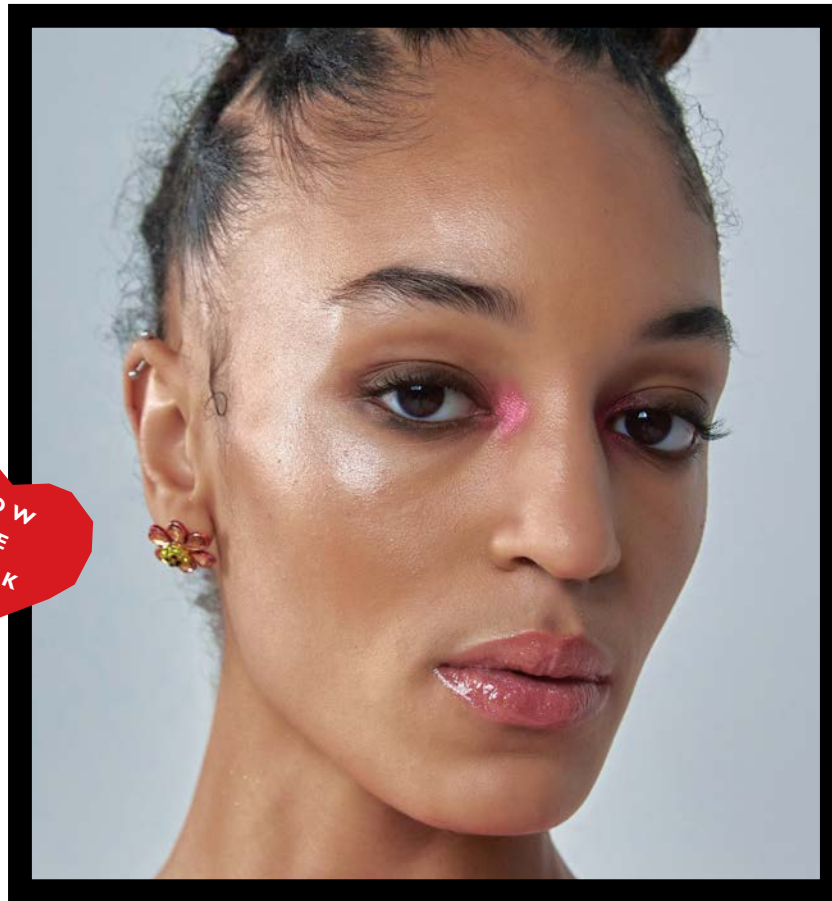
LOVE LOVE LOVE

Chic, compact, and a modern classic in our books – this arm candy ticks all the right boxes

'Chanel 22' bag,
Chanel,
price on request



BEAUTY



Photograph IMAXTREE.COM. Compiled by SANJANA SALUNKHE

Where we spotted it
Collina Strada's FW/22 showcase.

Why we love it

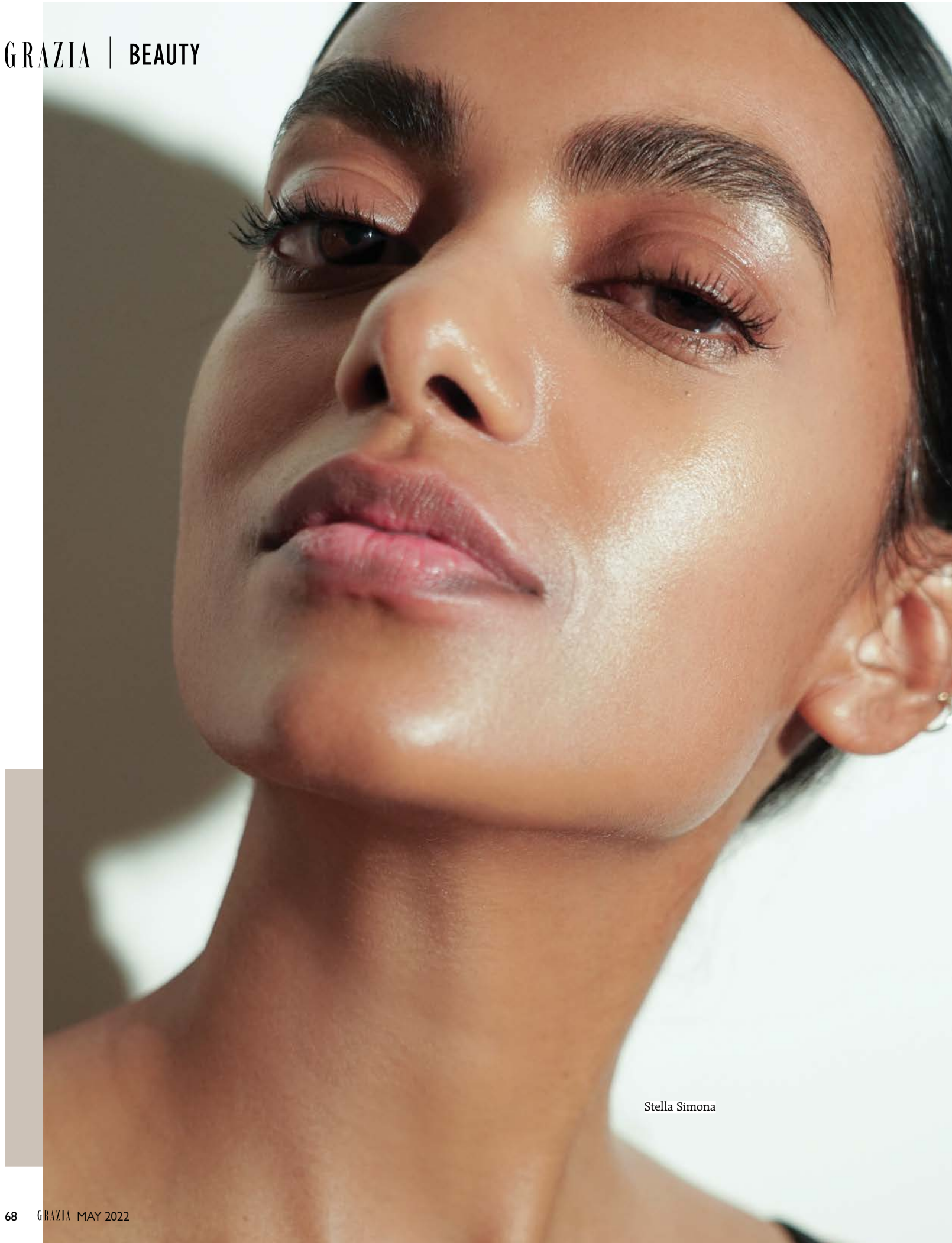
Our obsession with early-aughts nostalgia isn't going anywhere. Think smudgy and smokey eyes but with a 2022 refresh that comes with a little pop of colour on the inner corner of the eyes. It's fun, fresh, and makes for the perfect summer look.

How to get it

1. Start with fresh skin for a semi-matte glow. Apply a moisturiser and sunscreen and follow with a lightweight foundation. Seal it all in with a pressed powder. Blend well.
2. Prep the lids with an eye primer to make sure the make-up lasts longer and doesn't smudge or cause any greasiness.
3. Use a black kohl pencil and line the eyelids. Do the same on the lower lashline. Now, use an eyeshadow brush and smudge the eyeliner to give it a smoky look. Dab a shimmery pink eyeshadow for a bright-eyed effect for the inner corner of the eyes. Go over the lashes with a coat of mascara.
4. Pair the eyes with generous amounts of highlighter on the cheekbones, forehead, nose, and Cupid's bow for a glossy look and to accentuate the cheekbones. Skip the blush and finish the lips with a soft coat of shiny pink gloss.

1. Charlotte Tilbury Airbrush Flawless Foundation in 'Neutral', ₹4,000
2. Dior Addict Lip Maximizer Gloss in 'Holo Pink', ₹3,400
3. Guerlain Eye Stay Primer, ₹2,525
4. Lime Crime Diamond Dew Liquid Eyeshadow in 'Paris', ₹1,900
5. Nudestix Nudies Glow All Over Face Color in 'Illumi-naughty', ₹3,150
6. Lakmé Absolute Kohl Ultimate Kajal in 'Black', ₹800
7. L'Oréal Paris Air Volume Mascara in 'Black', ₹999





Stella Simona

A DEEPER Shade

As we scramble to shed the 'the lighter, the better' notion – a mindset predominantly perpetrated in the billion-dollar beauty industry – are we doing more harm than good?

Words **SANJANA SALUNKHE**

If you've grown up in a typical Indian household, you know the scrutiny you go through for having a darker skin tone. The women in the house will huddle around you and share words of wisdom on how to whiten and brighten your skin to look like a pale, rosy doll. Simple lessons like 'keep washing your face' or 'scrub your face hard' are shared without realising how problematic they can be. Even strangers don't refrain from subtly shaming you. The sales lady follows your visit to the make-up counter at a departmental store – not so diplomatically – preaching about how you should paint your face in lighter shades to look fairer. Beauty advertisements, too, have never shied away from showing how you can succeed and achieve everything you want in life with fair skin.

Do we see this changing? Yes, we are evolving with time, but we are moving at a snail's pace. The solution to the problem was never adding 22 shades of foundation. It was always about the lack of research and ignorance regarding understanding melanin-rich skin. Today, words like 'colourism,' 'inclusive,' and 'make-up for all skin tones' are buzzwords that highlight how all ethnicities are catered to. Here, we speak to three

successful women who share their experiences and are on the path to building a diverse and inclusive world.

THE REAL DIVIDE

Fair skin has been associated with beauty, prestige, success, and happiness throughout history, deeming it superior. These associations have proven to be detrimental mentally and emotionally for women with darker skin. "I was not aware that my darker skin affected my life until I started modelling – especially in the commercial and film industry. I remember when I was asked to leave an audition for a hair commercial because the casting director insinuated that I was not the right skin colour for the brand. At first, he was very vague about why he wouldn't let me audition. Still, later he made it apparent that my skin colour doesn't suit the brand," shares model and actor Mariette Valsan as she recounts the many incidents that made her feel tokenised. As for content creator and designer Stella Simona, who currently resides in Canada (originally from Bangladesh), it was the opposite, where she was represented more as a curiosity. "On the beauty content creator side, I've been the only one with my features



Varshita Thatavarthi

and ethnic background to be cast for a campaign many times. Minority faces are being included now but often solely to remain relevant with ‘inclusivity’ marketing strategies,” she says.

CONFRONTING COLOURISM

Education and awareness are strong forces for dismantling the stigma associated with a darker skin tone. Talking about it continuously and having the right conversations is the only way to open mindsets and combat bias. “Most times, especially now, I call them out on it gently and point out that it is colourism that they are engaging in. In terms of work, I point out that a client has hired me fully knowing my skin colour, and it is not up to them to change my skin tone. Outside work, I actively speak up against colourism in my everyday conversations, social media, and interviews,” says Valsan. This thought also resonates

with model and influencer Varshita Thatavarthi (who gained popularity as the ‘Sabyasachi girl’ and was recently feted with the Model of the Year title at the Grazia Millennial Awards). She doesn’t let anyone dictate her make-up looks and choices. “Many times, make-up artists have tried to use lighter foundations on my skin, which I did not approve of. I’ve made it clear several times that I want my make-up done to blend with my natural skin tone (and not lighter), and I have insisted on using my concealer and foundation that match my skin.”

SKIN, FIRST

“Brown skin is different. We have more melanin – a naturally produced pigment that exists in all skin, but its production varies from person to person – compared to fair skin. Our skin is 10x more prone to hyperpigmentation, dark spots, and uneven skin

tone,” explains Simona. All skin types and tones have the same fundamental need for sun protection, antioxidant support, and moisture – but skin with more melanin differs in its response which can cause mild irritation or hyperpigmentation faster than others. “Most companies understand less melanated skin because countless hours of research have been dedicated to catering to it. For example, the skin laser offerings for hair – until recently didn’t favour many deeper skin complexions because the equipment was developed by studying fairer complexions. Scenarios like this are very common, and there is a lot of catching up to do,” she adds.

ONE SIZE DOESN’T FIT ALL

“In today’s day and age where the conversation has opened up about representation, it would be amiss for a brand to focus on a single definition of beauty,” says Valsan as she talks about the prevalent gap in India. For Thatavarthi, even today, it is nearly impossible to get one single foundation that matches her skin type. “There are definitely many more

options today, but I still have to mix foundations to get the perfect shade,” she says. Something she and Simona have in common. “I think about how lost I felt as a teenager looking for skincare products or foundation. I didn’t have too many people to reference for colour matching in the campaigns. Even today, my skin tone is still pretty hard to match perfectly. I have red, yellow, and olive undertones. Make-up artists often have to blend different shades to create mine,” she says.

SLOW AND STEADY

Change is still slow and steady, but there is hope. While we wait to see how brands reevaluate their audience and campaigns, women have become strong advocates for societal change. Now, brands can either choose to be left behind or embrace the responsibility to uphold their promises of creating a diverse and inclusive industry. “The world is so much more interconnected than ever thanks to the internet. There is a sense of community now. I see people voicing their opinions, seeking out jobs where they can be a part of the changes needed, and it’s beautiful to watch,” adds Simona.



Mariette Valsan

Photograph: KEGAN CRASTO



BEAUTY REPORTER

chemicals, you can reap the benefits. The reactors in chemicals are good for your skin and have proven to be effective, so you cannot generalise – you need to look at the difference between the two products and what they have to offer.”

Myth 2: The order in which you use your skincare products does not matter.

Dr Geetika Mittal Gupta: “Absolutely it does. It has to do with the consistency – it should always go from lighter to heavier products – because it depends on the absorption. An exfoliant will always be used first so that the absorption of the active after the exfoliant is better. Like I always say, there is a science attached to skincare.”

Myth 3: There is no such thing as over-exfoliating.

Dr Gupta: “It is. We see people who have hampered their skin barrier because of over-exfoliation. It is very important to maintain your skin flora and not ruin it by over-exfoliating; we should respect the skin and opt for gentle exfoliation products.”

Myth 4: Oily skin doesn't age as fast as dry skin.

Dr Lipp: “In oily skin, because your skin is producing sebum, a naturally occurring oil, it does make the fine lines and wrinkles slightly less noticeable, but it does not make it less susceptible to signs of ageing. It all comes down to what oily skin we are talking about and what ageing skin we are talking about – it all depends on an individual's skin health.”

Myth 5: If it burns, it means it's working.

Dr Gupta: “If it burns, it is not meant for your skin's pH, so don't use it. A little tingling sensation is normal as it can happen due to certain actives like menthol or alcohol-based ingredients sometimes. But when it comes to burning or flashes of redness on the skin, then wash it right away as that's not how skincare works.”

BUSTED

*Are your skincare decisions guided by fact or fiction?
Two leading skin experts weigh in*

Skincare is more than just finding your way to glowing, luminous skin. We often don't realise that skincare cannot have a one-size-fits-all approach. Thanks to the internet, we have access to so much information, but at the same time, it's hard to determine what's true and what's not – leaving room for a great deal of uncertainty. Here, Dr Geetika Mittal Gupta, Cosmetic Dermatologist and Founder of Isaac Luxe, and Dr Stefan Lipp, Aesthetic Doctor

and Global Brand Ambassador for Biologique Recherche, come together to bring to India the Biologique Recherche Cabin Treatment and help debunk some of the most common skincare myths.

Myth 1: Chemical-free products are better for your skin than those with chemicals.

Dr Stefan Lipp: “According to me, if the product is strictly formulated and uses the right

Brand: NEAL'S
YARDS

Stand out

star: Wild Rose AHA
Toner

Why?: Neal's Yards Wild Rose AHA Toner comes with ingredients like caviar lime fruit extract that gently exfoliates the skin and aloe vera that hydrates leaving your skin smooth and soft. However, the hero ingredient is the organic wild rosehip seed oil that nourishes your skin to reveal a healthier glow.

More About The

Brand: Neal's Yards is UK's first certified organic health and beauty brand that follows the mantra that outer beauty and inner health should be in perfect balance. The brand combines apothecary's ancient expertise with new-age innovation in the most sustainable manner – from the production stage to make sure the carbon footprint is at a bare minimum. Neal's Yards believes in being kinder to the skin and the planet with its small production, sustainably designed factory, and cruelty-free ethos.

Grazia Loves: The organic toner is a naturally sourced AHA, so anyone with sensitive skin can also use it. We also love how the signature blue bottle is designed to protect the natural ingredients in the toner against sunlight, thus increasing the product's shelf life.

All Eyes On THIS

Meet the newest
standout brands on
Grazia's beauty desk



Brand: 111SKIN

Stand out star: Y
Theorem Repair Serum
NAC Y²

Why?: The brainchild of Dr. Yannis Alexandrides, this cult serum has been created to treat trauma after surgery and comes with a unique formulation of reparative ingredients that helps soothe and repair stressed skin. Unlike other serums, this multipurpose potion creates an optimum environment for collagen and elastin production to treat fine lines, repair scarring, and improve skin texture.

More About The

Brand: Formulated to help patients recover from post-operation skin trauma, 111SKIN uses power-packed ingredients, science, and technology to cater to all skin concerns. The extensive portfolio of luxurious masks and treatments replicate in-clinic treatments and are known for their efficacy. "This year marks a decade since 111SKIN launched in London; we have since expanded with over 60 products and garnered an international presence. It is an honour to bring 111SKIN to consumers worldwide, and now India," says Dr Alexandrides on the India launch.

Grazia Loves: The serum provides a clinically backed treatment from the comfort of your home, and we love the formulation that gives us a multi-functional serum that protects, repairs and nourishes the skin all in one go. 

SUNNY SIDE UP

In the market for a good sunscreen but baffled by the slew of terms on the label? We'll teach you how to speak sunscreen

Buying sunscreen would earlier involve choosing an SPF level and getting the right one for your skin type. But, today, the descriptions on each tube have multiplied, and there are far more decisions to make. Here's a quick decode of everything you need to know before buying sunscreen.

PA+

PA+ is the rating standard for the protection grade offered by the sunscreen against UVA rays. It ranges from low (PA+) to extremely high (PA++++) UVA protection. If you're picking sunscreen, anything with PA+++ is good.

BROAD-SPECTRUM

There are various types of sun rays, but the ones that cause prominent damage to our skin are UVA and UVB. A broad-spectrum sunscreen is the one that protects you from both UVA rays that penetrate the skin deeper and cause premature ageing, fine lines, and wrinkles, and age spots and UVB rays that are the main cause of sunburns.

CLINICALLY TESTED

Clinically tested means that the

sunscreen has been tested in a clinical trial under controlled conditions and with different subjects – before making it available for use – to prove its efficacy.

NON-COMEDOGENIC

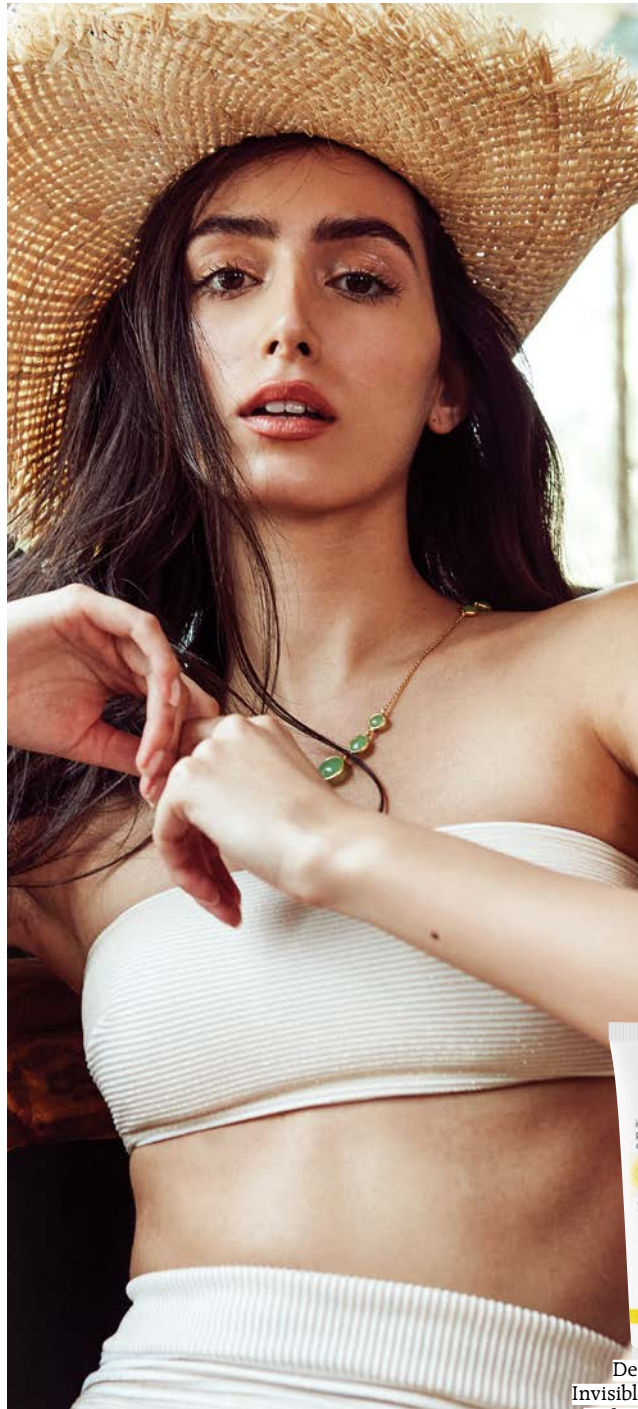
If a product is labelled non-comedogenic, it has been formulated with ingredients less likely to clog pores and minimise the chances of causing breakouts, making it safe for acne-prone skin.

HYPOALLERGENIC

Hypoallergenic sunscreen is usually gentler and safer on the skin as it is made without harsh ingredients that cause allergic reactions or irritate sensitive skin.

WATER-RESISTANT

Water-resistant translates to the staying power of sunscreen on the skin once wet. It is usually effective for about 40 to 80 minutes when swimming. However, FDA regulations don't allow water-resistant/waterproof claims because all sunscreens are affected by water, and no sunscreen is fully waterproof. **W**



Murad City Skin
Age Defense
Broad Spectrum
SPF 50, ₹5,800



Laneige Watery
Sun Cream SPF
50+, ₹1,650



UV Doux Silicone
Sunscreen Gel
SPF 50, ₹699



Dermalogica
Invisible Physical
Defense SPF 30,
₹4,000



Kiehl's Ultra
Light Daily UV
Defense,
₹3,000



Minimalist SPF
50 Sunscreen,
₹399

Words: SANJANA SALUNKHE
Photograph: KEEGAN CRASTO

LOVE LOVE LOVE

*This boosting serum is the gold standard
for refreshed and rejuvenated skin*



*Sulwhasoo First Care Activating
Serum, ₹6,200*

➡ MONTH IN MONTH OUT

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



Prateek Kuhad



NEW/SKIN

Singer-songwriter Prateek Kuhad talks about the true meaning of authenticity in music and finding a new artistic expression through his latest album

When indie darling Prateek Kuhad returned from his stay at music haven – Bear Creek, Seattle, he had a new record on his hands. A record that felt innately his, maybe for the first time in his career. “It’s like I was jolted into a

new environment, working with new people, and in an odd sense, that liberated me. I wasn’t the *(In) Tokens and Charms* Prateek or *Kasoor* Prateek but just, Prateek.”

Kuhad believes the album that came out of this experience – *The Way That Lovers Do*, is a labour

of love and personal passion; it remains largely unaffected by his new-found Instagram Reels fame. “The record, to me, is a full-fledged narrative about love and human connection – the two themes I’ve always felt drawn to. I don’t think I ever want to write songs thinking about how popular I want them to get. If someone still finds a clip or two from them and deems them to be ‘Reels-worthy,’ good for me, I guess.”

FRESH SOUND

According to Kuhad, his new album’s understated electronic milieu – a new-age phenomenon he has seemed to veer away from in the past, is simply a result of his evolution as an artist and a listener. “I come from an analog school of music, so I have been more attracted to acoustic sounds in the past. The more electronic treatment you hear on the new album is because that’s the music I have been listening to lately – more pop, more hip hop, and so I’m trying to express myself in a new way.”

He believes keeping up with new-age trends is a more noble pursuit than it’s often made out

to be. “If you look back, music trends have alternated between a heavy acoustic boom and a more synthesised sound. If you’re an avid listener, which, as a musician, is extremely difficult not to be, you naturally pick up on it. Listen, absorb, evolve; that’s what music is.”

Kuhad credits his producer Ryan Hadlock (known for his work with folk sensation The Lumineers and Vance Joy) as the catalyst of his artistic evolution. “I enjoyed working with Ryan (Hadlock) immensely. The thing with producers like him is that they’re very versatile, which bodes well for me as an artist. You get to move past the YouTube hits and the Obama lists and try new stuff knowing that you’re in good hands.”

ALL HIM

With a new North American tour on the cards, Kuhad aims to preserve the authenticity of his album against the irresistible pressure of playing for a live audience. “As a live musician, you tend to start writing what you think the audience wants to hear, what you think will make your shows a success. I’ve tried my best to consciously steer away from that on this record. Play what I want to play, how I want to play it is a value I plan on adhering to, at least for now.” As for his future work, Kuhad aims to move past the shadow of his runaway hit(s) and keep experimenting with his sound. “There was a point in time when I thought I’d have to play *Raat Raazi* for the rest of my life. Then that happened with *Oh Love*, and then *cold/mess*. I got so tired of it, I decided to simply not care about what’s expected of me. I want to have fun and try new things as an artist. It’s one life, one career, and I want to make the most of it.”

IN THE SPOTLIGHT

A 23-year-old's passion project has found its way to the world's largest film festival

The film *Nahua*, directed and co-written by Mumbai-based director Pratham Khurana is one of 16 short films selected by La Cined Selections at this year's Cannes Film Festival. The story centres on loss and death. "It seems that death has been a recurring theme in all of my projects so far. I'm very interested in exploring the diverging perspectives of this phenomenon," says Khurana.

Khurana's exceptional achievement follows the trajectory of other film graduates selected for The Cannes Festival, namely, Ashmita Guha Neogi of *CatDog* and Payal Kapadia, who directed *Afternoon Clouds*. They both submitted their college projects and won either for that film or a later production. These grand accomplishments represent India's young creative talent and the incredible things they can do if only given an opportunity. Along with the prestigious title, Pratham Khurana stands a chance of winning a €15,000 (12.10 lakh) grant.

The film focuses on 22-year-old Kishan's role as a caretaker for an ailing older man. Although their relationship is not merely transactional, the film does not shy away



The film focuses on 22-year-old Kishan's role as a caretaker for an ailing older man. Although their relationship is not merely transactional, the film does not shy away from exploring the financial and social disparity between the two

from exploring the financial and social disparity between the two. Kishan's story resonates with many people feeling stuck in their current position and reflects a wider outlook. "I've found that people from villages want to move to big cities, those in big cities want to move to even bigger cities, and those living abroad want to move to Mars," Khurana reflects.

Production for the film began pre-pandemic but was halted once the lockdown was announced. "I consider myself privileged in saying that the pandemic has helped me immensely. The

lockdown gave me time to put my work on pause and pick it up again from a very different perspective," says Khurana. Like many, the period of self-isolation gave Khurana a more nuanced outlook on life, "I don't think the film would have been the same without this new hindsight."

With a unique opportunity to be in the same room with some of the world's biggest names in the film industry, Khurana will join compatriots Deepika Padukone, who will sit as part of the jury, and Shaunak Sen, who was selected for his documentary, *All That Breathes*.

Words NICOLAS NHALUNGO

On the Bookshelf



Ruffled Feathers,
Bloomsbury India,
V Sanjay Kumar
The stories in *Ruffled Feathers* attend to men and women

making their way through a grim world filled with sharp corners. But they do so with deep tenderness and wry amusement, exquisitely balancing absurdity with pathos.



Nireeswaran,
Vintage Books,
V.J. James
Is it possible for society to exist without religion?

Nireeswaran, the most celebrated of Malayalam novelist V.J. James' works, uses incisive humour and satire to question blind faith and give an insight into what true spirituality is.



Hungry Humans,
Penguin Random House India,
Karichan Kunju
This translation of the Tamil novel

Pasitha Manidam, first published in 1978, offers deep insight into the conservative and caste-conscious temple town of Kumbakonam, viewed here with dispassionately cold clarity as a



Bitter Orange Tree,
Simon & Schuster India,
Jokha Alharthi
The eagerly awaited new novel by the winner of the Man

Booker International Prize presents a mosaic portrait of one young woman's attempt to understand the roots she has grown from, and to envisage adulthood in which her own power.

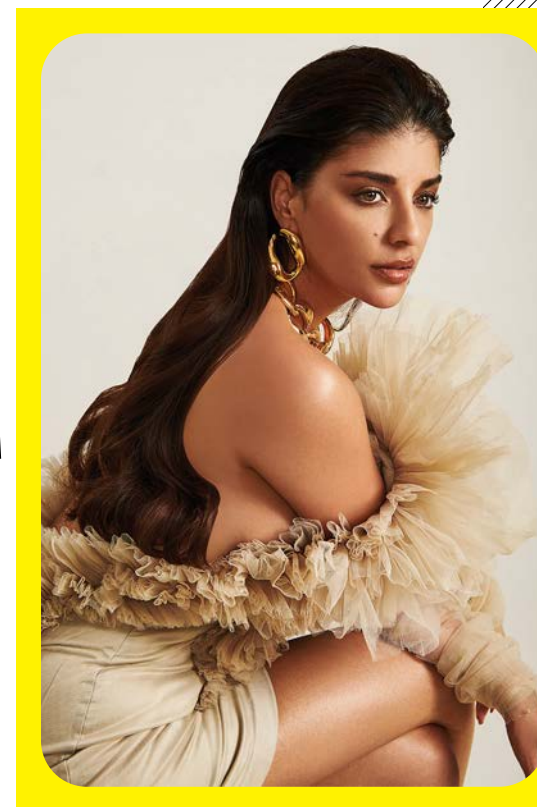
the IPL while in the stadium at an IPL game in South Africa. Ever since then, it has been a road uphill for Dennis. She has worked tirelessly in the industry and now plans to move her career as an interior designer and content creator. She was recently nominated as 'Breakout Influencer of the Year' at the Parcos beauty awards.

Carla doesn't shy away from showing off her classy, influencer lifestyle with her "aesthetic" reels on the 'gram. The actor/model is becoming a popular beauty influencer with snappy skincare, workout videos and interior decor content pieces.

Carla plans to continue acting, modelling, creating content, and balancing a career in interior designing. Recently, she finished a course at the New York school of design and has managed to merge her passion for interior design and content creation.

THE ROAD AHEAD

As for the future, she will be seen in Arjun's song 'Ilzaam' (also featuring rapper King), which releases on the 7th of April, 2022. She is optimistic, hopeful, and ready to face any challenges that come her way, be it designing, content creation, or another door that opens her way.



B-TOWN'S LATEST OBSESSION

Actor turned designer, content creator, and what more?

Carla Dennis wears many hats as an actor, model, interior designer, and content creator. The South African model/actress turned interior designer is one of the most recognizable models in the country. The former 'Whirlpool Girl' has even been touted as the 'hottest fare since Charlize Theron'.

She has made her debut in Abbas-Mustan's

Machine alongside Kiara Advani. Quite recently, she got engaged to popstar Arjun Kanungo and the couple plan to tie the knot later this year.

HER JOURNEY

While Carla has made India her home for the past 12 years now, her journey originally began when she was discovered during

WHERE TO FIND IT

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ANTONELLA RIZZA <i>Available at www.farfetch.com</i>	FLOWER CHILD BY SHAHEEN ABBAS www.flowerchildbysaheen.com	LAKMÉ www.lakmeindia.com	OOKIOH www.ookioh.com	THESTO www.thesto.in
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				ZARA <i>Palladium, Lower Parel, Mumbai</i>

GET IT

BEFORE IT GOES...

A guaranteed conversation starter, these OTM hoops are headlining our wardrobes this month



Brass earrings,
Outhouse,
₹ 12,000

GRAZIA