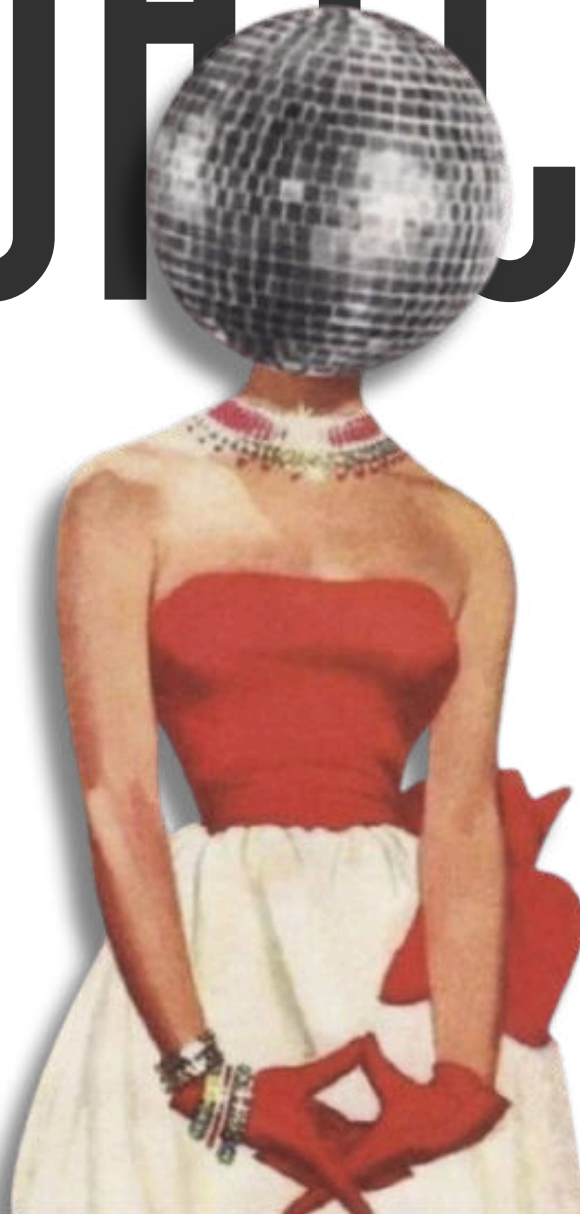


# TREND WATCH



## VOGUE Editor's Letter



### STAKING CLAIM

From left: Twinkle Khanna at London Review Bookshop, one of her favourite bookstores in the city. Cover star Simone Ashley strikes a pose on the set of our shoot. Actors Ambika Mod, Amita Suman, Ritu Arya and Anjana Vasan joke between takes while shooting for *Vogue India*

# BEYOND BORDERS

NAVIGATING MULTIPLE CULTURAL identities is as Indian as eating yesterday's leftover dal-roti for breakfast.



Our topographically diverse country is blessed with a smorgasbord of languages, cuisines, religions and beliefs that might have made even the situation at Babel seem like a minor kerfuffle. And yet, on most days, we balance these overlapping, sometimes contrasting layers with ease, comfortable with being many things all at the same time.

This juggling act gets a bit trickier for those who have Indian roots but branches in other countries, especially in the West. For a long time, South Asian diaspora struggled with crafting their version of the mainstream. And, as some of the talented people featured in this issue candidly revealed to us, felt foreign and othered in every pincode.

Inspired by the idea of a community that extends beyond borders, we looked towards one of the world's great hubs of creativity: London, which our nation has a complicated relationship

with. There, we found stories of South Asian excellence. From *Bridgerton* star Simone Ashley, who wears custom Masaba Gupta (another whiz at balancing different identities) on the cover, to art curators, queer activists, tech innovators and musicians, their contributions have enriched the city's culture and refined what it means to be brown in 2024.

We hope you enjoy meeting them.

ANJAN KHANNA/SKYD CREATIVE

PHOTO: NAZARA



PHOTO: NAZARA



# The Fine Art Of Reflection

ANUSHREE CHAURASIA

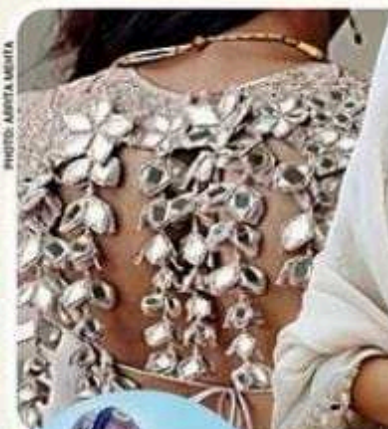
Indian couture, with its rich history of intricate embroidery and craftsmanship, has experienced a resurgence of traditional mirror work in recent years, especially in bridal wear. This ancient craft, known for adding a reflective brilliance to garments, has been revitalised by designers who incorporate it into modern aesthetics, bridging traditional and contemporary fashion. From lehengas to sarees, mirror work is capturing the essence of Indian festive and bridal collections.

One of the most influential designers at the forefront of this resurgence is Arpita Mehta. Known for her innovative use of traditional elements in modern fashion, Mehta has showcased mirror work in her collections as a way of paying homage to India's cultural roots. Her bridal collection, 'Nazam', exemplifies this approach. In 'Nazam', she uses mirror work as a central theme, integrating it with soft fabrics and pastel shades, which depart from the bold colour palette typically associated with traditional mirror work. This nuanced treatment allows the craftsmanship to shine while creating a modern look that appeals to today's brides. The collection is a celebration of heritage, demonstrating how ancient craftsmanship can be reimagined for a new generation of fashion-conscious individuals. "Gujarat has always been a huge influence on my work — the colours, the mirror work, the whole vibe of it. For Nazam, we've drawn inspiration from the timeless elegance of Banarasi weaves, collaborating with weavers in Banarasi to create these stunning fabrics. Each piece has a story to tell, representing the diversity of Indian craftsmanship. That's why we call Nazam a diverse collection. It's a celebration of different regions, cultures, and crafts coming together in a way that today's bride can connect with, honouring tradition while embracing modernity," says Arpita.

## CULTURAL SIGNIFICANCE

Mirror work, also known as shisha or abhaha bhazarat, has been part of Indian heritage for centuries, believed to have originated in the Kutch region of Gujarat and later spreading to Rajasthan,

There is a resurgence of mirror work in Indian couture as leading designers are infusing this intricate craft with a blend of traditional and modern aesthetics



example, is known for vibrant, colourful embroidery that combines mirrors with motifs of peacocks, flowers, and intricate geometric patterns. In Rajasthan, mirror work often appears in bold, earthy tones, influenced by the desert landscape and celebrating the heritage of the region.

## MODERN RESURGENCE

In recent years, the renewed interest in Indian handicrafts has put mirror work back into the spotlight. The appeal of mirror embroidery lies in its ability to marry tradition with modernity. Designers are now reinterpreting this intricate craft, presenting it as a blend of elegance and opulence that complements contemporary bridal and festive wear. Creating a mirror-embellished garment requires patience, precision, and artistry. Traditional mirror work is done by hand,

where each mirror is sewn onto the fabric using a needle and thread, creating intricate patterns. Artisans cut the mirrors, often into circular, square, or hexagonal shapes, and carefully fix them onto textiles with different types of embroidery stitches like chain stitches, herringbone, and interlaced stitches. The designs are often symbolic, featuring traditional motifs inspired by nature, spirituality, or regional identity. A bridal lehenga with mirror work, for instance, can take days, sometimes even weeks, to complete, as each mirror needs to be precisely placed to achieve the desired visual effect. The labour-intensive process is part of what makes these pieces so special and treasured,



"EACH PIECE HAS A STORY TO TELL, REPRESENTING THE DIVERSITY OF INDIAN CRAFTSMANSHIP."

— ARPITA MEHTA, designer



PHOTO: NAZARA

carrying forward the artistry from one generation to the next.

## CONTEMPORARY BRIDAL COUTURE

Bridal wear with mirror detailing provides a distinct visual appeal, catching and reflecting light in a way that elevates the entire ensemble. The intricate designs create a shimmering effect that complements traditional Indian wedding jewellery and enhances the opulence of the occasion. Bridal lehengas, sarees, and even kurtas adorned with mirror work have become popular choices among brides who want to honour tradition without sacrificing contemporary fashion. "Brides today don't want to be boxed in. They want pieces that reflect their personality but still honour tradition," says Arpita.

Designers are experimenting with different ways of using mirror work, from densely packed mirrors for a bold, maximalist look to more minimalist placements that highlight specific parts of a garment. "Mirror work enhances the bridal aspect, not only for the bride but also for the groom. It's stunning, the lights clashing against your outfit creating a wonderful hue of light surrounding you, you're not just a bride but quite literally an angel," says stylist Pooja Anita.

## FUTURE OF MIRROR WORK

The resurgence of mirror work has created new opportunities for craft clusters in Gujarat, Rajasthan, and other parts of India. By reviving these techniques, designers provide artisans with sustainable livelihoods, helping preserve local craftsmanship. Through collaborative efforts, traditional skills are safeguarded, allowing Indian fashion to continue celebrating its rich heritage. Ultimately, this craft's journey from ancient cultural origins to high-fashion bridal collections underscores the enduring beauty and relevance of Indian craftsmanship in the global fashion landscape.

# Boat Shoes



(Image credit: Launchmetrics)

Bring on the boat shoe trend: "I see a comeback of classic boat shoes on the horizon, too," says Graves. "Brands like Old Stone Trade and Bally are issuing cool girl renditions that have the fashion industry in a chokehold, which probably means the wider internet is going to start embracing old-school brands like Sperry again"—starting with perhaps you, dear shopper?



# Burgundy



(Image credit: Launchmetrics)

As far as the 2024 color trends go, one single shade is spiking on data analyst Molly Rooyakkers's radar: “Burgundy will replace last year's pop-of-red color trend,” says the brain behind fashion data aggregate Style Analytics. Consider a liquid-looking leather jacket or sweet Mary Jane flat in deep oxblood to start.



# Barrel Jeans



(Image credit: Getty Images/Launchmetrics)

Of all of the 2024 denim trends, barrel jeans are the champion silhouette, says founder and author of the shopping newsletter Retail Diary, Sarah Shapiro. "Expect varying fullness across price points and brands and mainstream adoption for barrel-leg jeans. They first felt 'tricky' to wear, but consumers are more comfortable with the wide-leg jeans now that the looser fit has become more accessible," she says.



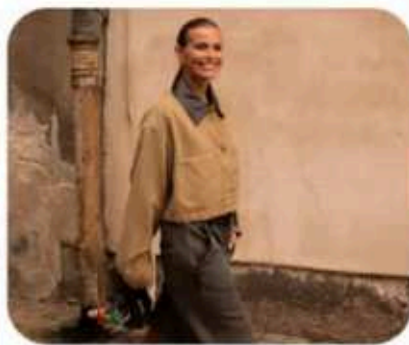
# Barn Jackets

When it comes to the products Marie Claire recommends, we take your faith in us seriously. 🍎 Every product that we feature comes recommended by a MC writer or editor, or by an expert we've spoken to. [Learn more about how we review products.](#)



(Image credit: Future)

"This is the season that we see the elevated barn jacket trend really crescendo," says Jess Graves, editor of the shopping newsletter The Love List. "While luxury brands have been iterating them for a few seasons now, the trickle-down to mainstream is going to be widespread," she says. Strong options like the long barn jacket from J.Crew's September collection and Alex Mill's in ruby waxed cotton demonstrate Graves's point



# Odisha designer to showcase handloom collection at India Fashion Week in London

Reemly Mohanty, a Bhubaneswar-based designer, is all set to showcase Odisha's traditional handloom weaves at India Fashion Week in London on November 16.

'Transformative Teal' has been [declared the Colour of the Year 2026]

(<https://fashionunited.uk/news/fashion/aw26-27-transformative-teal-named-colour-of-the-year-by-wgsn-and-coloro/2024091277521>) by colour institutes WGSN and Coloro.

According to the two, Transformative Teal is a fluid fusion of blue and green, reflecting the diversity of nature and an earth-focused mindset, aligning with the growing demand for ecological responsibility (in light of the climate crisis). The blue-green hue is described as calming and restorative, with a transformative and [regenerative](#) character.

Fendi, the iconic Italian fashion house, is preparing to mark its 100th anniversary in grand style, launching its centennial celebrations with a coed fashion show at Milan Fashion Week in February 2024. The event, planned for February 25 to March 3, will showcase both men's and women's collections, bringing together the brand's heritage, contemporary vision, and new creative direction for the milestone year.



## FASHION | IN PICTURES

### Built for Athletes launch first-ever clothing collection

Fitness brand Built for Athletes, known for its high-performance bags and accessories, is entering the apparel market with its first-ever clothing collectio...

3 Oct 2024

STORY **You & I**

## The Seam of Inspiration

Jayanti Reddy



**F**ashion is like a river, constantly flowing and evolving, especially in the world of traditional wear. Each season brings new trends that sweep us off our feet, and at the recent India Couture Week, we witnessed a breathtaking parade of fabrics, ethnic drapes, and stunning craftsmanship—all setting the stage for the next big wave in ethnic fashion.

One collection that truly stood out is "Evocative Nivada Canvas" by the talented Jayanti Reddy. Drawing inspiration from the rich tapestry of Hyderabad's heritage, her designs are infused with a delightful Hyderabad *zardozi* that adds a unique spice to the creative scene. A self-taught designer, Jayanti has a knack for transforming traditional Indian craftsmanship into modern masterpieces that evoke a sense of old-world class.

Jayanti Reddy's creations are nothing short of fairy-tale attire, perfect for any bride who dreams of feeling like royalty on her special day. She seamlessly combines trendy crop tops with traditional skirts and *lehengas*, each adorned with intricate embroidery that tells a story of its own. Think bold necklines, intricately crafted in shimmering golden and silver *zari*—perfect for making a statement at weddings. When it comes to

2024

### WHAT'S YOUR STYLE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



### JACKETS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem



### BAGS

# Spotted on the catwalk: WGSN and Coloro's colour of the year 2026 'Transformative Teal'

By Esmee Blaazer

7 hours ago



Denzilpatrick Spring Summer 2025, Menswear (left) & Barrus Ready to Wear Autumn Winter 2024 (right)

Credits: ©Launchmetrics/spotlight



Transformative Teal Credits: WGSN



FashionUnited has gathered several looks from the catwalk showcasing the harmonious blend of blue and green or similar *teal* hues. From furry and leather coats, like those from London College of Fashion and Lanvin, to evening wear by Elie Saab and sporty menswear from Casablanca and Denzilpatrick.

A heartwarming video shared on Instagram by a Lucknow-based NGO has captured the attention of fashion lovers and the design community alike. The video features a group of underprivileged children who, under the guidance of the non-profit organization Innovation for Change, designed and modeled bridal wear inspired by the iconic creations of Sabyasachi (Mukherjee).

In the footage, the young designers proudly showcase their handmade creations, posing confidently in front of the camera. The dresses are made from donated clothing collected by the children from their local community, demonstrating their incredible creativity and resourcefulness. The NGO explained, "We are a Lucknow-based NGO working with over 400 slum children, providing them free education. These dresses were designed by our students, all of whom come from extremely poor backgrounds."



The grand wedding celebrations are scheduled from July 12 to July 14

The video has sparked a wave of admiration from viewers, with many praising the kids for their creativity and spirit. One Instagram user commented, "More power to these kids... lots of love and blessings." Another wrote, "Seeing such a beautiful portrayal of Indian bridal beauty reminds me that elegance and grace aren't defined by a Sabyasachi or Manish Malhotra label."

Welcome back to the zeitgeist, shabby chic! While the word *boho* might send you on a stress-induced mental trip back to 2014, fear not: The aesthetic's third coming has been remixed for 2024, with new takes on crochet, fringe, and flowy fabrics that feel fresher than ever before. Chloé's standout fall-winter runway provided the main blueprint for the modern take on the look (we're still dreaming of the wedges that first row guests were given to wear), but Louis Vuitton, Isabel Marant, and Etro are on the same wave. Sienna Miller and Rachel Zoe would approve of these relaxed, worldly pieces in retro florals, rich suede, and faded denim.

## 1. Country-house chic



From left: Chloé, Rabanne, and Burberry

WWD/Joe Maher/Getty Images

Fall's most alluring trend (at least in the eyes of the *Glamour* style team) is a confluence of plaids, relaxed layers, and long skirts. It's dressing as though you decamp to a country house, preferably one in the English countryside, every autumn. Expect traditional markers of heritage style—waxed barn jackets, checked coats, full skirts, knee-high wellies—to reign supreme this fall, especially on days when rain is in the forecast.

On the accessories front, suede everything was shown at Miu Miu and Bottega Veneta; minimalist ballet flats and classic T-bar shoes are also gaining steam for winter, courtesy of Ferragamo and Tory Burch, and mohair sweaters are back in the conversation. Burgundy was the bag trend that walked far too many runways to count, while in the realm of street style, neckties and chunky loafers have completely taken over. Oh, and prepare to wear sparkles in new and unexpected ways in the months ahead—wear-to-work sequins (think: as moto jackets and more casual dresses) are very much a thing, and we couldn't be more excited.



# 1 State your feminine intent

Enter the new era of feminism in fashion. A sensuous stream of confident, womanly silhouettes strode the catwalks at Loewe and Louis Vuitton, indicating the shape of things to come. Bodycon now offers a statement of fearless femininity, rather than bandage-like constriction. Show off the new attitude in the simplest fashion terms: Prada's corsets are to be worn loosely undone, and atop outerwear, as though hurriedly refastened after an amorous encounter. *JH*

## What's NEW

THE PEOPLE, PLACES, IDEAS AND TRENDS TO KNOW NOW - AND NEXT

Edited by JULIA HOBBS



### 2 SCALE NEW HEIGHTS

Towering platforms - as seen at Marc Jacobs, Mulberry and Balenciaga - are about to oust daytime flats. Start practising your walk now...

MARC JACOBS LEATHER BOOTS, £1,700

### 3 SEEK SILENCE

The sound of silence never used to be a good thing (as Simon & Garfunkel sang, "Silence like a cancer grows"). But that was the Sixties, before the iPhone's marimba tone became life's soundtrack. Now silence is a buzzword - and a leisure pursuit. When, recently, Marina Abramovic and pianist Igor Levit collaborated to perform Bach's Goldberg Variations, the audience were asked to don noise-cancelling headphones and wait in dense silence for half an hour. Brace yourself for inner peace with a meditative sound bath via Otto Sound Therapy, or get your silence to go with the White Noise app for ultimate nirvana anywhere. *VH*



CHRIS NEWMAN; JACQUES-LUDOVIC ERMENEGILLO; MITCHELL SANG; PIRELLA GÖTTSCHE

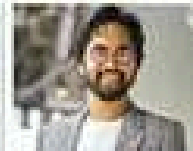
# WWD

Fashion. Beauty. Business.



### Latest of Aeffe

Aeffe spa is selling 25% of its equity to business-to-business for the middle market. **Page 7**



### A New World

New World Development CEO Anthony Wang will be succeeded by chief operating officer Eric Ma. **See closing, Page 8**



### Design Roodit

From the Cannes show to the Archiball, talent pieces are being reviewed in new colors and finishes. **Page 10**



## Gentle Reminder

Chemena Kamali is on a mission to "make people aware again" of Chloe's DNA. For spring, she said it with sun-kissed colors, delicate fabrics, lingerie details and bouxy volumes, as seen here. *For more on the Paris shows, see pages 8 to 11.*

PHOTOGRAPH BY KUBA DABROWSKI

### BUSINESS

## Remo Ruffini Teams With LVMH to Increase His Moncler Stake

• LVMH will help Ruffini build a bigger stake in Moncler and get a seat on the brand's board.

By Emma Quinn

Remo Ruffini has found a new partner in Bernard Arnault's LVMH Moët Hennessy Louis Vuitton.

Ruffini teamed with LVMH on Thursday, forging a deal that will help him strengthen his position as Moncler's largest shareholder.

LVMH purchased a 30 percent stake in Duple W, the investment vehicle that is controlled by Ruffini and holds his 2.6 percent stake in Moncler.

The luxury consumer brand, which went public in 2023, currently has a market cap valuation of 11.2 billion euros, making Ruffini's share at about 2.2 billion euros. But that stake is set to rise.

Under the terms of the deal, revealed **continue on page 14**

### BUSINESS

## John Galantic Named CEO Of Tod's Group

• The former Chanel executive succeeds Diego Della Valle, who remains chairman of the Italian luxury company.

By Krista Brumley

MILAN — In a first major step following the death of Tod's Group in June, the Italian luxury company has named John Galantic chief executive officer.

Diego Della Valle, who held this role before, continues to be chairman of the group, and his brother Andrea remains vice chairman.

"His proven experience in the luxury sector with a specific focus on brand building will help Tod's Group to maximize its growth potential globally," the company said on Thursday.

Galantic was previously president and chief operating officer of Chanel Inc., leaving the company at the end of June last year.

He had joined Chanel in 2000 and over the years there he spearheaded the development of the company's digital capabilities — an area of development the Della Valle are eager to further build, the business Chanel's varied distribution, and contributed to drive sustainability and social commitment through initiatives such as **continue on page 14**

'TWO FACED SPEAKS RIGHT TO THE DUALITIES WE ALL EXPERIENCE — WITHIN OURSELVES AND IN THE WORLD' — **UJJAWAL DUBEY**



**W**hen Ujjawal Dubey made his debut at the Lakmé Fashion Week GenNext show 10 years ago, he stood out for his minimal and impossibly cool menswear. Over the years, Ujjawal has refined that aesthetic even more, making it sharper and edgier. His creations are his playgrounds of drapes and layers. The fall so simple yet so stylish. We love how contemporary and easy his designs are, yet they make you stop and take note.

Two Faced, showcased at Lakmé Fashion Week in partnership with FDCL in Delhi, was also the Ujjawal universe, yet so strikingly different. Made of easy, relaxed, and statement pieces, with the drama lying in the presentation, Ujjawal's use of metallics and hand-embroidered details added to the mood. The palette was mostly made up of charcoal, black, forest green and aubergine. There was a metallic skirt which was closest to Antar-Agni's version of 'traditional'. All of Antar-Agni's pieces have India at their core, yet are universal in their rendition. Tailor-made for modern lives and its many needs.

Spread over Render, Wander and Surrender sequences, Two Faced also had a generous amount of accessories. If the broad-rimmed hats and ear cuffs stood out, bags, eyewear and boots complemented the intriguing choreography and drama.

Ujjawal later decoded the collection for t2.

Two Faced is everything Antar-Agni yet it looks very different. What is the mood like? The mood for Two Faced is one going about familiar things with new eyes. Reflective, bold, and so focused on the ethos of Antar-Agni, but

inner contradictions; sticking to rigid structures with fluid silhouettes or combining traditional craftsmanship with modern forms. It is not a title; it is rather a symbolic aspect of how one lives.

**What do greys and blacks mean to you?**

For me, greys and blacks seem to sum up this fortitude, subtlety. One doesn't necessarily scream with them; they do carry, though. There's something of timelessness about black, kind of demanding yet it remains quietly sublime. Greys feel like a space between — a blend of shadows — and if I don't interpret them incorrectly, then this is an in-between which invites interpretation. Two-Faced sees these colours pushing the contrasts of the collection but adding to the pieces a timeless edge.

**Can you tell us about the surface embellishments this time, very new to Antar-Agni and have never been seen before...**

This season, we really changed up our use of surface embellishments. We don't really bother too much with those things as a house. 'Two Faced' is pretty abstract and not too gaudy. We used various textures, metallic accents, tissue fabrics, and hand-embroidered details to try to tap into this sense of duality that we're exploring. Instead of massive ornamentation, it's about layering and depth from manipulating the fabric and surface treatments. It's something new for us, but it feels very organic.

**What are the hero pieces?**

The hero pieces actually represent the true core of Two Faced. For me, it's the sharply structured jackets with fluid drapes or the hand-draped balancing minimalism with bold accents. These pieces carry the tension of opposites, being perfectly wearable but also telling a story.

**Ujjawal, you have always spoken about the intricacies and dualities of characters. In your personal life, how have you dealt with conflicting emotions?**

In my personal life, I have accepted that it is simply a part of our nature to have conflicting emotions. And, instead of deciding between them or resolving them somehow, I go easy with myself and accept them. It's not always easy, but I do believe there's strength in being able to hold contradictory things side by side — whether ambition alongside contentment or confidence alongside doubt. I think those contrasts make us whole, and I attempt to reflect that through my work.

**How have you dealt with duality in people?**

Duality in people requires understanding and sympathy. People are never just one thing, but everyone is unique and those sides change with the situation. If you can perceive that duality is natural, then it makes it easier to accept a person as she or he is, even if they are contradictory. For me, it's having a view of those layers and enjoying that complexity arising from them. It's the same approach I take in my designs — embracing complexity rather than simplifying it.

**How would you sum up 2024?**

2024 was a year of growth and exploration, really pushing boundaries not just in design but even more so with how we approach creativity and life. It's all building up to a collection that's coming from the dualities within us. For me, it's been a year of introspection and growth, and that's what I feel will define where Antar-Agni goes after this. Sometimes, even after a decade, I still feel we're just getting started.

Saione Chakraborty



Ujjawal Dubey took a bow post show

In my personal life, I have accepted that it is simply a part of our nature to have conflicting emotions. And, instead of deciding between them or resolving them somehow, I go easy with myself and accept them. It's not always easy, but I do believe there's strength in being able to hold contradictory things side by side — Ujjawal

something adventurous about it. We have always played for minimalism. This time we made room for ornamentation of what we felt was in balance. There's structure and fluidity, tradition and modernity. The tension between these things is what gives the collection energy. It is like breaking new ground while remaining who we are.

**Can you tell us about the name of the collection?**

Two Faced speaks right to the dualities we all experience — within ourselves and in the world. It's about that contradiction between who we carry and who we are supposed to be, that balance we try to achieve constantly. The collection reflects those





FASHION

## International presence and local talent support: Miami Fashion Week reveals expanded calendar

The East Coast of the US is currently gearing up for a new edition of Miami Fashion Week (MIAFW), which this year has revealed an expanded calendar...

5 Nov 2024

## ENG: How the Chinese concept store attracts customers in times of crisis

Young fashion retailers, such as the Chinese concept store ENG, are managing to attract customers worldwide despite the difficult economic situation...

7 hours ago



## SS25 Print and Pattern Trend: Plaid

Perhaps surprisingly for the spring season, plaid will be a key pattern for SS25. The word is derived from the Scottish Gaelic term "plaide," originally referring...

8 hours ago



FASHION

## Wuka launches sleepwear to tackle menopause symptoms

Wuka, focused on sustainable period care and women's health innovations, has launched a new sleepwear collection aimed at tackling the symptom...

6 Nov 2024

FASHION

## CPHFW AW25 line up unveiled, Bonnetje to join Newtalent

While it feels like we have only just waved goodbye to another fashion week season, autumn/winter 2025 is already fast approaching, and Copenhagen Fashion...

# Aesthetics, sustainability and functionality: The keys to success in swimwear fashion

"I've been in this business for many years, and I can tell you that if you manage a loss of -6 percent this year, you're doing incredibly well. The average...

6 hours ago

# Contributors

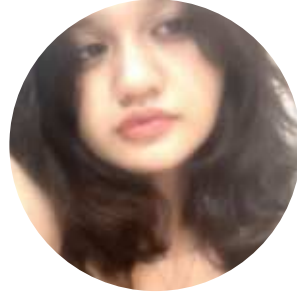
F Y B A F D



**Disha Gorivale**



**Nandini Shetty**



**Simranjeet Channa**



**Preeti Jetti**



**Kanan Nayak**



**Harshita Shah**



**Vrinda Nambiar**



**Shruti Yadav**



**Vinisha Keni**



**Yashvita Joshi**



**Ranjana Yadav**



**Nishad Aachal**



**Shradha Sharma**



**Noorjahan Chaudhary**



**Kirti Pawar**



**Parneeta Mishra**

# Meet the Team



**Harshita Shah**

Newsletter In charge | FYBAFD



**Ms. Bincy Abraham**

Mentor



**Ms. Falgni Makwana**

HOD

[@atharvafashion](#)

[WWW.ATHARVAFASHION.COM](http://WWW.ATHARVAFASHION.COM)