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## as Fashion's Convergence With Sports Gone Too Far?



*The deluge of sports-inspired product releases and collaborations between brands and sports teams or athletes has saturated the market and started to spur a backlash. But insiders say there is still room for tie-ups which go beyond simple logo swaps or licensing deals.*

*Consumers are questioning the authenticity of the unending stream of sports and fashion partnerships, and even some of the movement's early protagonists lament the situation.*

*Sport has always been an arena where the slightest changes to tradition can stir unrest among fans, and collaboration misfires can spark backlash.*

*Sports collaborations are still a valuable way for brands to get their products and messaging in front of engaged global audiences, but these deals must go farther than simple logo swaps to cut through the noise.*



*"I never really thought that I'd be in a position where people would be wondering what I was wearing," says Wardell Stephen Curry II, or as fans of the Golden State Warriors, Team USA basketball, or his unmatched skills behind the three-point line call him, Steph. But they do—they care a lot. On LeagueFits, an Instagram account that regularly posts photos of stylish outfits worn by NBA players, over one million followers closely watch their favorite athletes' style choices. 'ID Cardigan?' one person commented on a photo from LeagueFits of Curry wearing a cream sweater with bejeweled buttons and two-tone army-green jeans. "Can anyone ID the pants?" asked another.*

*When Curry entered the National Basketball Association in 2009, what he and his fellow players wore to games wasn't something they thought twice about. Fans weren't thinking about it either. Fifteen years later, though, that's no longer the case, and now, "tunnel fits," or outfits worn by players in the tunnels that connect arena back entrances to locker rooms, are a business in and of themselves and a very public way for players to showcase who they are off the court. Because of that, athletes who maybe never considered fashion a priority early on in their careers now see the benefits of leaning into it and, as a result, developing their personal style. Curry is one such player.*

## *These Days, Steph Curry's Range Extends Beyond the 3-Point Line—and Into the Tunnel*



## Jennifer Lopez, Celine Dion, Halle Berry, and More Join Elie Saab for a 15th Anniversary Celebration of His Label in Riyadh, Saudi Arabia

Elie Saab pulled out all the stops and then some to celebrate the 15th anniversary of his eponymous brand in Riyadh, Saudi Arabia. The epic soirée, dubbed The 1001 Seasons of Elie Saab, was attended by 900 guests and featured 90 models in a 300-look fashion show—quite a tour de force performance. The evening had the feeling of an Oscars night with local celebrities and influencers decked out in full glam walking a mile-long red carpet in a lavish venue built from scratch for the occasion. Choreographed by Spanish dancer Blanca Li and styled by Carise Roitfeld, the show was a dazzling stream of haute couture creations radiating such shimmer, they could make Versailles' Hall of Mirrors seem subdued. Many gowns were crafted specifically for the occasion, while others were revived from the designer's archives. The lineup was quintessentially Saab, with goddess dresses galore dripping in feathers, sumptuous drapings, and, of course, an abundance of unapologetic glam. Unfolding in four thematic tableaux, the Broadway-style production was punctuated by live performances from an exuberant Jennifer Lopez, wearing a skimpy fringed bodysuit à la Liza Minnelli, and Camila Cabello, zingy in a sequined bustier minidress paired with matching thigh-high boots. The spectacular celebration reached its peak with the dazzling appearance of Celine Dion, clad in a regal chiffon cape dripping with gold sequins over a matching body-hugging mermaid number, she brought the house down with goose-bumping renditions of "The Power of Love" and "I'm Alive."



Courtesy of Ralph Lauren



### *The Launch: Fashion News to Know This November*

*We're knee-deep in fall, which means crisp temperatures, cozy knitwear, and pumpkin spice everything. Ahead of what is sure to be an anxiety-inducing month, check out the must-know fashion launches to indulge in some much-needed retail therapy. Below, here's what you need to know this month, from Ralph Lauren's tartan-filled holiday windows to Carolina Herrera and Frame's new denim capsule collection.*

*Ahead of the holiday season, Ralph Lauren has revealed its newest interactive window displays. The installation features the brand's iconic Polo Bear, brought to life with 3D digital rendering. Each of the four flagship locations will feature the bear dressed in classic RL styles, as he waves, takes selfies, and impresses onlookers with his signature dance moves.*

Ralph Lauren



*TRENDS*



Models in metallics looked like they stepped right off the silver screen at New York Fashion Week. However, these weren't your typical futuristic metallics that feel rigid and look robotic; rather, the pieces from designers like Anna Sui, Christian Siriano, and Jason Wu felt as if molten metals were poured upon their frocks, giving them a rustic, lived-in texture that felt like an innovative approach to such a tried and true trend.

## Molten Metals

## Swan Song



New York designers from Badgley Mischka to Carolina Herrera took note from Ryan Murphy's hit show *Feud: Capote vs. The Swans* and dressed their models in grand regalia that recalled the over-the-top fashions of the show's pivotal Black and White Ball. Swaths of ballgowns rendered in those two stark hues evoked the glamour of a bygone era. The black-and-white trend also found its way onto the runways of Probal Gurung and Batsheva, the latter of which even had Molly Ringwald, who plays the swan Joanne Carson on *Feud*, strut her stuff down the runway in a demure black dress.



## Best In Bow

Bows came back in a big way (did they ever really leave?!). From headbands to flats and embellishments to embroideries, there seemed to be a touch of twee for each and all. Sandy Liang featured playful bows with a standout pink dress that looked like a walking gift from the fashion gods. Coach and Wiederhoeft weren't shy about their affections for knots, taking their bows beyond the prim and proper scale, blowing them up to gigantic proportions, and splattering them about from head to hemline.



## C-Suite Chic Coats

New York Fashion Week introduced a plethora of corporate chic pieces that revolutionized the notions of typical C-suite attire. Suiting and twinsets were tailored in new and surprising ways as seen on the runways of F\*orme, Michael Kors Collection, and Proenza Schouler. Brands such as Retrofête and Ulla Johnson played with pinstripes to offer more feminine options of the classic men's style, which is a refreshing choice to add to your wardrobe. Regardless of what collection you favor, countless options will take your corporate uniform to new heights.

*fragrance*





# Fragrance

trends will define 2025

According to experts, we're going to see musk and oud-forward scents trend in 2025. Known for lending a deep, rich quality to fragrances, 'modern' formulas are more sheer, light, and natural-smelling in nature. 'Masks, traditionally derived from animal sources, have been reinvented through modern perfumery to offer ethical and sustainable alternatives,' says Dossier VP of Operations, Ines Guen. 'Today's masks, often referred to as skin scents, provide a clean, soft, and intimate fragrance that mimics the natural scent of human skin. These compositions are designed to be subtle yet captivating, enhancing the wearer's natural aroma without overpowering it. Musk scents compliment everyone, every mood, and every outfit. They're clean yet sensual with this seductive, almost magnetic pull. They're the perfect everyday scent for day or night.' Darryl Do of Delbia Du Perfumers, agrees, saying 'Synthetic musks in the 'clean' category will trend for the foreseeable future. The same goes for ouds - a fragrance note derived from resinous wood with a warm, complex scent. 'Ouds are continuing to grow in popularity in the luxury market giving depth to perfumes.'

For the longest time, fragrances were either masculine or feminine. The former usually featured musky, woody notes, and the latter usually featured sweet, floral ones. While we've already seen a trend towards genderless scents in recent years, Guen says it will be the norm in 2025. 'Unisex fragrances transcend conventional gender classifications, offering versatile scents that can be embraced by anyone regardless of gender identity,' she says. 'These fragrances harmoniously blend traditionally masculine and feminine notes, creating balanced and multifaceted olfactory experiences. The rise of unisex perfumes reflects a broader cultural movement towards inclusivity and the rejection of rigid gender norms.' Guen says this is, in part, due to the influence of younger generations, particularly Gen Z. 'They are less constrained by traditional notions of masculinity and femininity, favoring fragrances that align with their unique identities and lifestyles,' she says. 'This shift is evident in the increasing demand for scents that offer flexibility and personalization, allowing individuals to experiment and discover what truly resonates with them.'



Who What Wear beauty editors are a scent-obsessed bunch. We regularly ask each other to share hot takes on popular perfumes. We update one another on the latest launches. We even love discussing the specific memories, characters, and scenarios that are evoked by a single sniff of a distinct scent.

It's no wonder we're also interested in the future of fragrance. We want to know which scent profiles, notes, and formulations will dominate throughout the coming year. Why? We want to be ahead of the curve and in the know...not to mention have time to snag the trendiest scents before they could very likely sell out. Ahead, see the four defining fragrance trends of 2025, according to experts.



**TOM FORD**



*THE TEAM*



*NEWS LETTER TEAM*



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