



The Call of Winter

As winter descends upon us, **Bindu Gopal Rao** builds a conversation around the flavour of the upcoming season.

With a new season come newer reasons to shop. This winter, snug and warm—but nevertheless stylish—outfits take centre stage, with vivid experimentations when it comes to materials, cuts, and colours.

COLLECTIONS GALORE

Autumn Winter clothing collections are being launched almost daily, as a result of which the market is now brimming with a plethora of choices. From ramp to retail, today, we see winter styles incorporated in pieces as varied as kurtis, dresses, and even salwar kameez, made available with a seasonal spin. Steven Jhangiani, CEO and Founder, Kurtees, says, “Turtleneck kurtis are essentially T-shirts that are of the same length as a kurta, and are made from organic jersey cotton. These can be worn with an overcoat if you are into layering or churidars to lend an ethnic twist to a contemporary winter look.” Winter-wear trends are slowly moving beyond adults as kids, too, are becoming fashionable. Poonam Naik, Mompreneur, Peekaboo, avers, “We have recently

launched our resort collection, which is made with super-soft cotton and lead-free dyes. The line comprises unique prints that make for wonderful story sessions before unwinding during the day, all while keeping warm.” The Autumn Winter 2019 collection of Alma Mater, a company that customises merchandise, has in store an array of unisex hoodies, zippers, high-neck zippers, and sweatshirts.

Genes Lecoanet Hemant, one of fashion’s iconic designer duos, has launched its Autumn Winter collection titled ‘Cinema of Genes’, which celebrates the Golden Age of Hollywood. The collection, hence, evokes much drama and rhythmically crafted details—dynamic pieces that can be worn from daytime well into the night.

SUSTAINABILITY CUES

A key factor in apparel is sustainability. Chirag Tekchandaney, Co-founder and Director, Marketing and Human Resources, BOHECO, says, “Our collection ‘Dawn of Green’ is made from 100 per cent hemp fabric; the theory ‘less is more’ works really well with this range. Colour-coordinated sets are the key feature of the collection, with button detailing that enhances the whole look.” Numerous brands are shifting towards mindful fashion that advocates the use of organic and vegan materials, which help in minimising environmental damage. Pooja Khanna, Founder, Venn, says, “Comfortable formal dressing is going to be a major trend this season. And with brands increasingly using environment-friendly materials in their collections—including

winter wear—we are slowly and steadily taking steps towards sustainability.”

FUSION FORWARD

Fashion designer Arpita Mehta has recently launched the ‘TrenTradition’ collection, which is a blend of classic and nouveau aesthetics. A perfect amalgamation of glamour, beauty, Bohemian chic, and festive elements, it is the manifestation of a rich, cultural heritage with a contemporary twist. She says, “A burst of colour seems promising this season. Experimenting with bright colours is something that I preach but one also needs to feel comfortable in what they wear. It is really important for the outfits to be fuss-free.” She adds that soft silk organza, chiffon, and silk crepe are musts this winter, and that in order to stand out, one can opt for traditional classics such as a lehenga sari and sharara draped in a modern way.

Raisin, a contemporary womenswear brand, has come up with Khizan, a brand-new Autumn Winter 2019 line. Vikash Pachariwal, Co-founder, says, “Inspired by the most artistic and charming



@Genes Lecoanet Hemant



@peetaboo



@Poonam Bhegati



@ Arpita Mehta

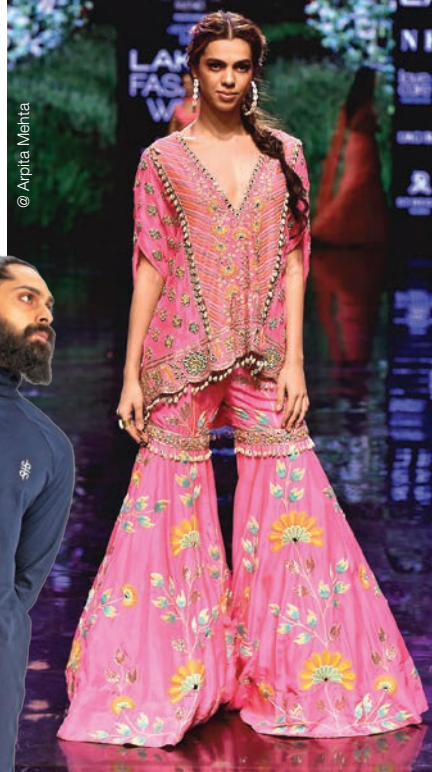


@Raisin

FEATURE



@ Kurtees



@ Arpita Mehta



@ Pooja Shroff



@ Tasneem Merchant

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season of the year, autumn, Khizan is a modern-day rendition of festive wear that is designed with plush fabrics and contemporary silhouettes against the backdrop of rich seasonal colors. It also features intricate threadwork, beadwork, and sequin detailing.” Ravissant is another label on the ethnic radar, whose handcrafted Autumn Winter collection reflects contemporary sensibilities coupled with an interplay of elegant silhouettes and colours. Malini Chawla Saigal, Mompreneur and COO, Ravissant, says, “Our recent collection plays a lot with colours and textures. From a yellow gold, rolling peach, and khaki to a ruby red and ocean blue, all colours are complemented by traditional handwork and embroidery techniques. Some fabrics used for the collection are chiffon, tussar silk, linen silk, and *jamdani*, along with details such as stitched pleats.”

Designer Pooja Shroff adds, “The oversized trend this Autumn Winter season comes with oodles of styling opportunities and silhouettes to play around with. Our recent collection, Resist-Aur-Dye, lends silhouettes that can be styled in many different ways and are perfect to wear in the upcoming festive season.”

IN VOGUE

When it comes to dark colours and bold accents—which are the ruling essentials of the season—streetwear and sportswear are not too far behind. Sachin Sahni, CEO, Alma Mater, says, “Purple is going to be the most trending colour in Autumn Winter 2019. Cotton being a natural fabric is perfect for the season as it keeps the body comfortably warm in cold weather. Fleece, too, is going to take centre stage this season, with many top global fashion brands offering fleece jackets in their collections.”

Chequered patterns, too, are a big hit this season. Be it coordinated or contrasting, the look has been adopted by both international and Indian fashion designers. Hemant Sagar, CEO and Co-founder, Genes Lecoanet Hemant, says, “Like all other trends from the '90s that are making a comeback, sparkles and sequins—in everything from women’s joggers and evening gowns to men’s blazers and pants—are being heavily featured by brands this season to evoke major nostalgia. Our ‘Cinema of Genes’ collection puts its own spin on these trends by enhancing coordinated chequers with structured yet oversized silhouettes—a nod to the power suit.

An array of maxi skirts, crop tops, long tunics with bias-cut inners skimming the floor, along with shimmering tissue jackets combined with dresses or tunics, and palazzos are in this season. Poonam Bhagat, Designer, Taika, says, “Gold tissue appliqués of big floral patterns on voluminous, high-waisted skirts can be paired with sheer organza tops with sequined floral motifs or capes. The resulting look is resplendent without being opulent.”

MATERIAL MATTERS

One material that will never stop gaining traction is the ubiquitous denim. Kewalchand P Jain, Chairman and Managing Director, Kewal Kiran Clothing Ltd (makers of Killer Jeans), says, “Denim-on-denim is a style that has been catching up this season. In our recent collection, we have added jackets and blazers for men who like to make a statement at work. Organic stitch and smoke wash are two other styles that we have added. Another addition to our collection is the stretch fabric for jeans that makes them more comfortable to wear.”

Designer Tasneem Merchant is of the opinion that “asymmetrical drapes help to create a landscape of floating three-dimensional forms.” This is further testified in her recent collection, in which organza, tulle, and raw silk offer scope for structuring along with interlining and wiring. “This season is all about understated tone-on-tone embellishments, fringes, flounces, along with deep, jewel-toned hues such as burgundy, navy blue, and old rose to light pastels like mint green, lilac, and ecru,” Tasneem says.

WARMTH DURING WINTER

The upcoming season is likely to see hints of lace and sheer fabrics mixed in with solids that give a strong, feminine vibe. This element of sheer could be anywhere—around the neckline, shoulders, the back of a dress or the sleeves; the impact of some sheer in an outfit is much more elegant than a deep plunging neck or a tight bandage dress.

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Divya Goenka, Founder, The Pink Moon, says, “This time, we will see a marriage of stretchy, comfortable performance fabrics made in styles and colours that suit our winters. T-shirts and sweatshirts in pop colours such as neon pink, cobalt blue, and scarlet red, paired with black tights and leggings or colourblocked track pants will be the style statement that has been a favourite among celebrities for quite some time.”

Ritika Taneja, Head, Category Management at ShopClues, adds, “We are definitely going to see light wool and corduroy this winter. However, the most popular materials are going to be faux leather, fleece, lycra, and nylon.” This will mostly be popular among pieces including but not limited to shirts, jackets, overcoats, cardigans, and track pants. ■



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