

SHANGHAI CALLING

Shanghai Fashion Week invites Indian designers to woo them. Nikasha Tawdey, Anand Kabra and Sabyasachi Mukerjee take on the challenge

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Nikasha Tawdey, Anand Kabra and Sabyasachi Mukerjee will be showing their collections at the Shanghai Fashion Week (SFW) on May 13. The trio will exhibit the same designs they showed at the recent Lakme Fashion Week (LFW) in the city. All three designers were handpicked by the LFW team to represent India at the Asian Fashion Blooming segment. Ask the designers what they expect out of the event and they nonchalantly say that having fun tops the list.

Anil Chopra, advisor, Lakme, says that it is a matter of great pride that the SFW approached LFW to send three talented designers to show their work. "And since this is the first time Indian designers will be participating in the event, the SFW has decided to let our designers

open the show on Day One," Chopra enthuses. Ask him why they picked these three designers in particular and Chopra says that Tawdey, Kabra and Mukerjee fit the brief given by SFW. "The organisers wanted a mix of young designers, and an established name whose works depict modern Indian fashion," says Chopra.

Quiz Tawdey on her business plans post her show at the SFW and she says that generating moolah is not part of her itinerary at all. "The idea is to show the Chinese what Indian fashion is all about. At the same time, we get a glimpse into their style fundas," says Tawdey. The designer will be showing her trademark shararas (flared pants) with short tops among other designs.

Kabra echoes the same feeling. "We're just fortunate enough to be short-listed. So it wasn't really an effort on our end, but on LFW,"

smiles Kabra. Ask him what kind of buzz he expects to generate through his line and he is quick to add, "It would be preposterous to assume that I'll do rocking business the first time I show my line in Shanghai. For now, I'm just treating this as a learning experience. All research shows that Shanghai is an emerging fashion market for Indian designers too, but I'd like to see what it holds for myself. Only then will I make my next move," says Kabra who will be showing contemporary saris and western silhouettes at the event. "I will be depicting modern Indian fashion," he says.



Nikasha Tawdey



Anand Kabra



Sabyasachi Mukerjee



Anand Kabra



Anand Kabra



Nikasha Tawdey