



Trends
BEYOND BARRIERS
 Fashion Knows No Borders ... It Only Knows Styles



Eighteen years ago while browsing in a high end store in Bologna, a city up north in Italy, I chanced upon a beautiful top which was a replica of our desi chikan kurta with a tag of something over 200 euro – A cream coloured fabric with threads of love woven into intricate patterns by deft hands.

Some years later on a ramp show during Pitti Immagine (a fashion trade event in Italy) in Florence, I saw a train of men in tunics and slim trousers aka Sherwani walk the talk.

Since then, the fluidity of fashion – the hot word has impressed me. The borders between countries are slowly but steadily dissolving. People are no longer just citizens of the land they live in. Country of birth no longer binds the jurisdiction of thought and creativity and time too has stopped being linear. People are more and more picking and choosing from beads of time gone by and those yet to come, merging them with strands of influence from the country of origin and the country they live in or frequent. The beauty of this mosaic is becoming more and more visible on the ramps of international fashion events. We are slowly emerging into a world where fashion knows no borders ... it only knows styles.

If we traverse the last ten years of the style journey, we clearly see the Asian inspired trend, for example, in the year 2008, Jean Paul Gaultier's ready to wear collection was

a tribute to India with androgynous outfits that were inspired by quintessentially male Indian attires like the Jodhpur pants, Nehru jackets and bandgalas. Sari inspired drapes and gowns enhanced the Indian influence. In the same year Alexander McQueenspun off masterpieces in brocades, embroideries and Indian motifs united with the Victorian flounce.

The following year saw a prominent presence of Jodhpurs in Giorgio Armani's spring summer collection while trousers and shorts took inspiration from the Indian dhoti.

The year 2010 saw Louis Vuitton introducing a unique Indian inspired collection during Diwali, in all its stores, across the world, in celebration of its connection to India from the times when the Indian Maharajas and Maharanis used to order trunks and luggage from its famed stables.

Louis Vuitton followed this spectacular series the next year with customised fabrics in cotton and silk with the assistance of Indian craftsmen who weaved the label's hologram onto the Indian fabrics.

The next season saw Coco Chanel embracing India in its easy to wear styles.

In 2013, the international platform saw more India than ever in Marchesa's bejewelled and carefully crafted drapes in a riot of colours while Georgina Chapman, Karen Craig and Vera Wang sang the Indian song through their collections and labels such as Haider Ackermann and Prada used deep hues of black and navy on traditional Asian silhouettes and belted, layered looks. Prada, on the other hand, showed a Japanese influence with coats embroidered with origami flowers in serene settings.

Last year was all about Chinese inspired silhouettes in colourful florals and feathering from the robes at Alberta Ferretti to pyjama dressing at Prada.

The world is united in fashion and we see the celebration of this union undeniably on the ramps of the fashion capitals.



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