

## Lakme fashion finale designers on creating art amid pandemic: Daunting yet fruitful

MUMBAI, OCT 26—

As fashion took a back seat for the customers amid the coronavirus pandemic as futuristic designer Rimzim Dadu and emerging creators Saaksha Bhat & Kinnari Kamat utilised the nationwide lockdown to figure out innovative ways to function and rebuild the business.

The designers worked hard with their teams from their homes to create their respective festive collections which they showcased at the first digital, season fluid Lakme Absolute Grand Finale in Mumbai on Sunday.

Dadu, known for her modern spin on the quintessential Indian sari, said the period at home was a good break from her hectic schedule, but creating a full-length collection was an emotionally overwhelming process as she had to be careful about the safety of her team as well as the artisans. It was emotionally very overwhelming. But I think at some point we decided to cut the news out and resume with our lives and work in a very phased and safe manner. I think ensuring everyone's safety, my team's safety and our artisan's safety, was the biggest thing in my mind, the designer told PTI.

The celebrity-favourite artiste, who has taken her experiment with metallic chording and steel wires a notch higher with her festive 2020 edit, said to curate her latest range she created a bio bubble where the whole team started living together to complete the work as per the schedule.

It was kind of bittersweet. We realised that the only way to do this is to create a bio bubble of sorts where we all live together. And the whole idea was that all of us will work for a common goal, which is rebuilding the business and getting back to what gives us immense joy -- the art of creation.

The designer said her collection explores floral and geometric patterns with emphasis on flow and movement of textiles.

Saaksha & Kinni, who presented their range Gor The gypsies of India inspired by the Banjara community, said with so much uncertainty around it was a huge challenge to come up with a collection.

It was certainly challenging to curate this collection during the pandemic and lockdown. Without having fabrics and embroideries in front of you, it is a task to design and create.

But the duo said they enjoyed working on the line as they got a lot more time than usual for research and development.

The range highlights the famous Banjara stone prints, bandhani, thread work and iconic usage of mirrors and coins. The silhouettes include micro-pleated skirts, kedia style blouses, jackets and shirts; created in lightweight fabrics such as chiffon, cotton silks and satins.

Both the labels' collections were inspired by Lakme's beauty theme for the season #SpotlightReady, with actor Mrunal Thakur as their showstopper.

The designers said showcasing at the first virtual LFW was a new and exciting experience.

While Dadu said she enjoyed adapting to the change, for Saaksha & Kinni it was a little daunting experience.

The pandemic has forced this sort of digital shift upon all industries, including fashion. This is a change we all have to embrace. The sooner we embrace this change, the better it is going to be for us, said Dadu. The designer believes that the pandemic has also brought an immense shift in the way people consume fashion, making meaningless shopping a thing of the past.

People are not going out as much so the spending on fashion has definitely dropped a lot. But what's happening is people now want to invest in pieces that they actually like and feel emotionally connected to.

I think that mindless and impulse shopping is gone and has taken over meaningful purchases. People want to invest in things that resonate with them rather than following a trend. It's actually a good thing, she said.

The five-day long LFW saw some of the biggest names from the fashion industry including Manish Malhotra, Masaba Gupta, Rajesh Pratap Singh, Kunal Rawal and Amit Aggarwal showcase their festive collection.

## Layers – New home textiles brand from the house of Indo Count launched

By Our Staff Reporter

MUMBAI, OCT. 26—

Indo Count Industries - one of the largest Indian manufacturer and exporter of bed linen - has announced their foray into the Rs. 12,000 crore value-driven Indian bed linen market with the launch of their new brand, "Layers".

Along with the success of premium bed and bath brand, "Boutique Living", the newly launched brand "Layers" now joins the Indo Count family to make a mark in the Indian bed linen space.

Hinged on contemporary styles and developed using cutting-edge technology, the brand boasts of special antimicrobial and anti-fungal properties in the health and wellness space. With Layers, Indo Count presents a first-of-its-kind affordable Bed Linen offerings for India's fast-growing aspirational class that is actively seeking means to

upgrade their lifestyles, starting with their homes.

Layers is a flawless combination of global designs and value priced helping you to Dress up your home the way you prefer it. The collection hosts a range of smart bedding styles in Bed Sheet Sets, Reversible Comforters, Unique Bed-in-a-Bag (BIAB) and Dohars.

The brand is an amalgamation of Indo Count's three decade-long experience of serving consumers around the world that has given the company a deep understanding of a variety of design styles that bore well with the Indian audience.

Mr Anil Kumar Jain, Chairman, Indo Count Industries Ltd. said, "The pandemic has resulted in spending a lot of time at home and understandably given a chance to our customers to take a closer look at their homes, how they function and

how they can transform them. Things that were overlooked has suddenly gained importance and now are making a conscious effort in building a smart home, which can serve multiple functions like for work, for entertainment, and for leisure.

Smart bedding solutions with affordable pricing is one of the primary ways to fulfil this need. With Layers, Indo Count marks a unique union of style with safety and technology in the domestic bed linen industry for the smart customer.

The experts from ICIL's R&D team are cognizant of the premium that buyers place on health in today's landscape. "After the success we enjoyed with our premium range of bed linen products from Boutique Living, we believe this brand will prove to be a winning combination in the value-driven market", Jain added. Indo Count is one of India's largest

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manufacturer and global exporter of bed linen. Indo Count supplies the finest linens to major retailers in more than 54 countries worldwide.

An Indian product backed by innovation, technology and expertise. Availability of the entire spectrum of bed linen in style and colour-coordinated sets makes it the ideal self-use or gifting option this festive season. It will bring, to the Indian audience, a collection that is inspired from designs all over the world.

## Punit Balana serves hope' through LFW collection Muneer'

MUMBAI, OCT 26—

For fashion designer Punit Balana, the coronavirus pandemic-induced lockdown was a period of rediscovering hope, which also acted as the central idea for his latest festive collection Muneer.

The Jaipur-based couturier showcased the collection on the final day of the first-ever season-fluid and virtual edition of Lakme Fashion Week (LFW) in Mumbai.

Balana said he went through a range of emotions during the lockdown and learned that it is important to be radiant, happy and aspire for a better

future.

"We all have different takeaways from this pandemic. My biggest learning from these silent times has been that no matter what, there is always going to be hope. The collection is a symbol of beauty, hope, and reawakening, along with being an ultimate sign of change and new beginnings," the designer told PTI in an interview.

'Muneer' collection borrows its name from the literal meaning of the Arabic word 'bright'.

"'Muneer' comes from a place of hope and belief that there is always light at the end

of the tunnel," he added.

As Balana's range is all about positivity, the designer used radiant colours throughout the range dominated by shades of pink to stay true to the theme.

The collection comprising contemporary Indian silhouettes has been created using eco-friendly techniques, handcrafted embroideries and organic fabric, laying a greater emphasis on sustainability.

The range features dhoti pants and lehengas that make for a Diwali evening or a Sangeet night outfit, the designer said.

"Coordinated potlis and accessories make 'Muneer' a

confident and joyful collection, perfect for the upcoming festive and wedding season," he added.

Balana stressed that the clothing line further promotes his principle of being sustainable with his work.

"The idea, like always, is to reduce our carbon footprint on the face of this earth, this time in shades of festivities, weddings and otherwise..."

"Sustainability always plays an important role in every collection. The commendable efficiency of artisans can be witnessed in each and every silhouette as I also introduce you

Continued on Page 4

## Lenzing wins State Prize for Innovation with sustainable nonwovens technology

By Our Staff Reporter

MUMBAI, OCT. 26—

On this Tuesday, the Lenzing Group was awarded the coveted "State Prize for Innovation". Lenzing emerged as the winner with its project Lenzing Web Technology and thus received the highest recognition for particularly innovative achievements in Austria. The novel process combines fiber and nonwovens production in only one step, setting new standards in terms of efficiency, circularity and ecological sustainability. Margarete Schramböck, Federal Minister for Digital and Economic Affairs, presented the award to Gert Kroner, Vice President Global Research & Development.

"This award is a great recognition of our work. Our goal is to grow continuously with sustainable innovations and to look beyond our fibers, to the needs of our customers and partners and to the needs of consumers worldwide. With the Lenzing Web Technology we have created an exciting and promising solution for eco-friendly products in line with our corporate strategy sCore TEN and support consumers in their daily needs in a sustainable way", says Stefan Doboczky, Chief Executive Officer of the Lenzing Group.

**Biodegradable nonwovens for a clean environment**

The pollution of the environment by plastics is one of

the most urgent problems of our time. Every day, millions of hygiene products and wipes around the globe end up in garbage and sewage. Most of them consist of up to 80 percent polyester or other fossil, non-biodegradable materials and therefore pollute the environment.

With the Lenzing Web Technology, Lenzing has developed a patented technology to counter this problem: Sustainable and eco-friendly nonwovens are produced from the renewable raw material wood. These are not only plastic-free, they also score points for their particularly high environmental friendliness. "Thanks to a unique self-bonding

mechanism, in which the filaments bond with each other during the spinning process, binders, which are found in many nonwovens, are no longer needed. As a result, the nonwovens produced with Lenzing Web Technology are 100 percent biodegradable and do not pollute either humans or the environment", says Gert Kroner, Vice President Global Research & Development of the Lenzing Group.

The Austrian State Prize for Innovation is awarded annually by the Federal Ministry for Digital and Economic Affairs to the most innovative Austrian company. In 2020, the competition took place for the 40th time.

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