





Summer

As soon as you enter the fashion outlet, you will be mesmerised by the ambiance, as it transports you to a whole new existence — aesthetic and dreamy!

Tea and coffee will be flowing in as you browse through panels of saris, from comfortable cottons to sensuous chiffons.

"Every time someone goes sari shopping, they have to do it in such morbid conditions as if it's a daily chore — choose, pay and leave. To me, a sari is one of the biggest canvases for an artist and can never be purchased in a hurry. So, at Saree Club, we encourage everyone to take their time to go through each and every sari and choose only the ones they can relate to," revealed the designer.

Having heard the revered club's story, we wanted to know from Amin about the upcoming summer, and what Saree Club had in store for us.

Shahrukh Amin seemed quite confident with all the designs, and perhaps that certainty came

with years of experience in the field of fashion and designing.

"We all know how nasty the deshi heat can be, what with all the humidity and the sun's searing heat on our skins; we'd all be looking out for clothes that are super comfortable and yet, up-to-the-minute trendy," reflected the designer.

And right he was — Saree Club has been stocking up on soothing pastels, tone-on-tone saris, minimal embroidery, middle-eastern digital prints, geometric motifs and needlework on soft white bases.

What's comprehensible from all these designs is that the scales may rise to any extent it wishes to, the resilient deshi people will also survive it like all the other times in the past, and yes – still stay 'fashionable' through it all!

