



STYLES ARE TRENDSETTING

A style is trendsetting only when it speaks a new language. The concave and inward shapes on hemlines are fresh ideas that are floating visually in fashion circles. The blouses are short to emphasise a waistline. Puckered gathers and sharp shapes all intend to shift focus to the contour of the bodyline. The shapes are sometimes opposing in character. But that is okay because the intention is to really create an extreme look.

MOTIFS

Inspired by the traditions of my country I continue to draw lines of nature on my canvas that is nothing more than yardage of cotton fabrics. The ideas are embedded in me from years of research and understanding of design forms. But many have investigated surface patterns before such as iconic designer, artist poet and the novelist, William Morris. In doing this collection I was influ-

enced by his work and philosophy.

He said "a good way to rid one's self of a sense of discomfort is to do something. That uneasy, dissatisfied feeling is actual force vibrating out of order; it may be turned to practical account by giving proper expression to its creative character.

"Everything made by man's hands has a form, which must be either beautiful or ugly; beautiful if it is in accord with Nature, and helps her; ugly if it is discordant with Nature, and thwarts her; it cannot be indifferent. With the arrogance of youth, I determined to do no less than to transform the world with beauty. If I have succeeded in some small way, if only in one small corner of the world, amongst the men and women I love, then I shall count myself blessed, and blessed, and blessed, and the work goes on."

AN ENGINEERED COLLECTION

What is engineering? In fashion terms it is

when surface pattern designs are put and placed in particular placements. In this collection it is visually evident as the patterns are juxtaposed in compartments shaping the style clearly.

The collection draws on the world of nature above everything else. But it is the engineering that is imposing. Colours were blocked and patterns were interplayed. The back and front are hardly identical. The pieces are trimmed with contrast. The accessories are carefully placed to compliment the patterns. The facing and the reverse shapes are also meticulously integrated to keep in line with accent surprises. This is the new swing and direction in fashion.

ACCESSORIES

Wearable jewellery is an art. Here is a collection of jewellery that was developed using yarns of cotton, glass beads, shells, buttons, mother of pearl and wooden beads. Fabric

has been tie-dyed and printed generously to create a bohemian look. Crochet, macramé and other techniques are hand made and personalised giving each piece of jewellery a distinct finish. I believe our jewellery makers are exceptional and here is a perfect collection of unparalleled execution.

SLING

A range of bags in prints to compliment the collection is also presented. The print ideas are repeated here to showcase a continuity of design. But the fabrics used for these are heavier and sturdier. They come in long comfort slings in a variety of shapes.

PHOTO: SAZZAD IBNE SAYED
MODEL: RIBA, MILI, TRINO
WARDROBE, ACCESSORIES AND STYLING: MAHEEN KHAN
MAKE-UP: FARZANA SHAKIL
SHOOT COORDINATOR: TABASSUM ANILA HRIDI

