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INTERVIEW

In conversation with Jyoti Sachdev

One of the biggest names in the Indian fashion industry, Jyoti Sachdev hardly needs an introduction. Her customised wear and signature ensembles are well-known throughout the sub-continent and beyond, and when it comes to exuding style with simplicity, Jyoti Sachdev is surely the way to go. Making her appearance in Pond's Lustrous Runway for showcasing her latest line, Jyoti Sachdev made time out of her busy schedule to sit and have a tête-à-tête.

Almost fresh off the plane, Jyoti's grace and charm did not leave her and she looked raring to go. Asked how she came to be the brand that she is, Jyoti took the humble route, thanking the opportunities present for her and her experience.

"I have been in this industry for decades," Jyoti, who burst into the scene in the 1990s, said. "I was always into fashion, honing my skills working with the likes of Fendi, Kenzo and La-Perla. Asked about her collection, she gave extra emphasis on her silhouettes. "The contemporary woman of today has her mind made up and she does not shy away from experimenting with silhouettes," she said.

Jyoti describes her style as extremely feminine and lives by her brand philosophy, 'less is more'. "You don't always need to be extravagantly dressed. How you carry yourself with the subtlest of style statements makes a much bigger impact."

This philosophy can be seen in her designs, highlighting



the concept of stylish simplicity mentioned earlier. Asked about her current favourite colour palette, Jyoti instantly mentioned ivory.

According to her ivory is a beautiful and pure colour, which can make anybody look good and thus she expressed her interest in working with ivory. When prodded on what type of beauty appeals to her, Jyoti chose dusky as being really gorgeous.

"Apart from what you wear and your looks, confidence

and attitude are two important ingredients for looking good as well. And finally, always be aware of your body type when deciding what kind of clothes to wear" she added.

Jyoti credits Lebanese designer Zuhair Murad as her inspiration. But she also said she derives inspiration from everything around her. She chose Spain's famous Sagrada Familia as an example of something that inspired her. "It is so beautiful and inspiring I had to bring some of those elements into my designs," she said.

Of course, Jyoti's simplicity and inspirations can be bold too. During her "Fashionista" show last year, Jyoti Sachdev presented her haute couture collection, cheekily titled "Pleats Please", where her entire show was themed after James Bond and his love for fast cars and beautiful woman. "Clothing is a lifestyle and who better to represent that than James Bond himself," she explained.

Concluding the interview, Jyoti Sachdev had some wise words for inspiring designers and fashionistas in general. "Always think about comfort and don't follow trends blindly. And finally, never give up your dream because that is the only way to succeed." An inspirational woman in her own right, Jyoti Sachdev's presence added a lot of star power to Pond's The Lustrous Runway and her designs wowed the crowds as expected.

By Osama Rahman

Photo: Quamrul Abedin/

Pond's Presents The Lustrous Runway 2015

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