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INTERVIEW

Panache Personified

In the fast paced fashion landscape of the South Asian region, where talents are turning into professions, Shamsha Hashwani's brand is synonymous with swoop-back pleated twill, glamorous shirtwaists, and customised curvaceous suits. Her sartorial ways and precise craftsmanship are often neatly tucked into absolute body-skimming layers or under capacious trends of thick, tapered silhouettes.

With two children off to college, left with fewer responsibilities, Shamsha Hashwani thought of harnessing her skills in designing and sewing in her free time.

"My daughter, seeing my work, asked me to start a business. I was quite apprehensive at first but when my daughter started wearing my designs, and her friends began wanting some made for them too, I gained some confidence," says Shamsha.

Until recently, Shamsha Hashwani has been one of the best kept fashion secrets here in the South Asian region. But due to popular demand for her sophistication and elegant aesthetics, she is now taking her brand and

styles a step further. If you cherish authentic Indian chikankari craft woven on the finest fabrics with the finest of precisions, Shamsha's designs are for you.

"My signature involves working with luxurious traditional Indian embroidered fabrics, and adding unique handcrafted zardozi motifs on a modern cut refined silhouette," she says. Her designs have an understated appeal and she uses only the softest colour palette for her ensembles often choosing warm peaches, dusty blues, and cool pastels accented with gold and silver detailing.

Shamsha likes to take inspiration for everything. "From movies, to my surroundings, anything that catches my notice inspires me," she says. Never having attended fashion school, Shamsha's knowledge and precision in her work can only be accredited to herself.

"I've learned a lot from experience. I like owning elegant and classy clothes myself, and I've always kept a keen eye on designs" she says.

Wanting to travel abroad for more inspi-

ration, Shamsha also wishes to bring her brand to other parts of the world. "I do have some Bangladeshi clients. I would really like to go international with my brand someday,"

Her collection for this year's Pond's Lustrous Runway 2015, included a lot of gorgeous bridal designs. The timelessness of her attires went above and beyond transitory trends to highlight lasting heritage works of art. Her designs, apart from bridal outfit, consist of elegant chikankari saris or flowing contemporary style suits that immediately stand apart from the crowds.

Apart from formals, the label is actively creating modern prêt wear involving contemporary tailored tunics with hand embroideries. You can spot her designs in a crowd as the one that truly personifies elegance, while you whisper to your friends, "She's wearing Shamsha Hashwani."

By Naziba Basher
Photo: Quamrul Abedin/
Pond's Presents The Lustrous Runway 2015



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