

Neeta Lulla



'Fashion is life, and just like life, you should express your feelings freely'. These words by Neeta Lulla are a perfect definition of style she has been popularising over the years. Arguably one of the foremost designers of the world today, Neeta has styled some of the most visually captivating movies of recent times including 'Devdas', 'Hum Dil De Chuke Sanam', 'Jodha Akbar' and 'Taal'. Her designs have wowed audiences the world over, including being featured to a global audience through movies like 'Bride and Prejudice', and 'Provoked'.

Her visit to Bangladesh for TRESemme's Lustrous Runway 2016 was met with a frenzied clamour to witness the designer who dresses up Bollywood royalty. She has been favoured by Ashwariya Rai, Kareena Kapoor, Deepika Padukone, Priyanka Chopra and Madhuri Dixit among others. She also has a number of National Awards to her name, further solidifying her credentials as a top designer. Her collection this time around

also presented a number of breathtaking designs, embellished with the most striking of motifs, bringing to life vivid and colourful creations.

Her extravagant presentation of ethnic Indian wear has played a pivotal role in the acceptance of such fashion in the global mainstream, with lehengas for example, no longer restricted to the South-Asian subcontinent any longer. Neeta Lulla, the celebrity designer of this year's Lustrous Runway, is also one of the most sought-after bridal wear designers in the industry today. The reds, pinks, gold and yellows are the key features of her usual bridal designs, but she never hesitates to take it beyond that. She frequently conceptualises entirely new designs instead of putting a spin on an old one. Neeta Lulla is one of the most well-known names in the fashion industry today, and her creations were the show-stoppers this year.

By Osama Rahman



Anokhi

With a Bachelor's degree in Fashion Business from London College of Fashion, University of the Arts, and a Diploma in Fashion Design from Milan Fashion Campus, Salita Nanda's designs revolve around the world of art. Inspired by the concepts of cubism and surrealism by famous artists of the 18th and the 19th century, she tells different stories through her art.

Bold colours and a unique take on abstract designs makes Salita Nanda's works stand out.

It was her fascination with prints and her love for fabrics that got her into fashion designing. Mostly, experimenting with different fabrics, her work revolves around materials such as sheer fabric, organza and matte satin, as well as other rich fabrics with a delicate feel to the skin. Salita Nanda also adores incorporating vibrant hues in her patterns to make them fun and unique.

She considers her work to be for

those who are not afraid of being bold, independent and confident.

Comfort and confidence go hand in hand, and according to her, the entire outlook and persona changes when a person is comfortable in what they are wearing. Admiring the works of Indian designers such as Manish Arora, and even international designers such as Iris Van Herpen, she considers fashion to be a form of self-expression, just like art.

Excited to be here in Dhaka, she hopes to meet new people with different perspectives, and thus, boost her creativity in the process. With her own label, 'Salita Nanda,' being only two years old, she has plenty of plans for the future.

From travelling to different parts of the world and discovering new fabrics to work with, to owning her own store - we can expect plenty of brilliant things from this talented young designer!

By Adiba Mahbub Proma

Salita Nanda

