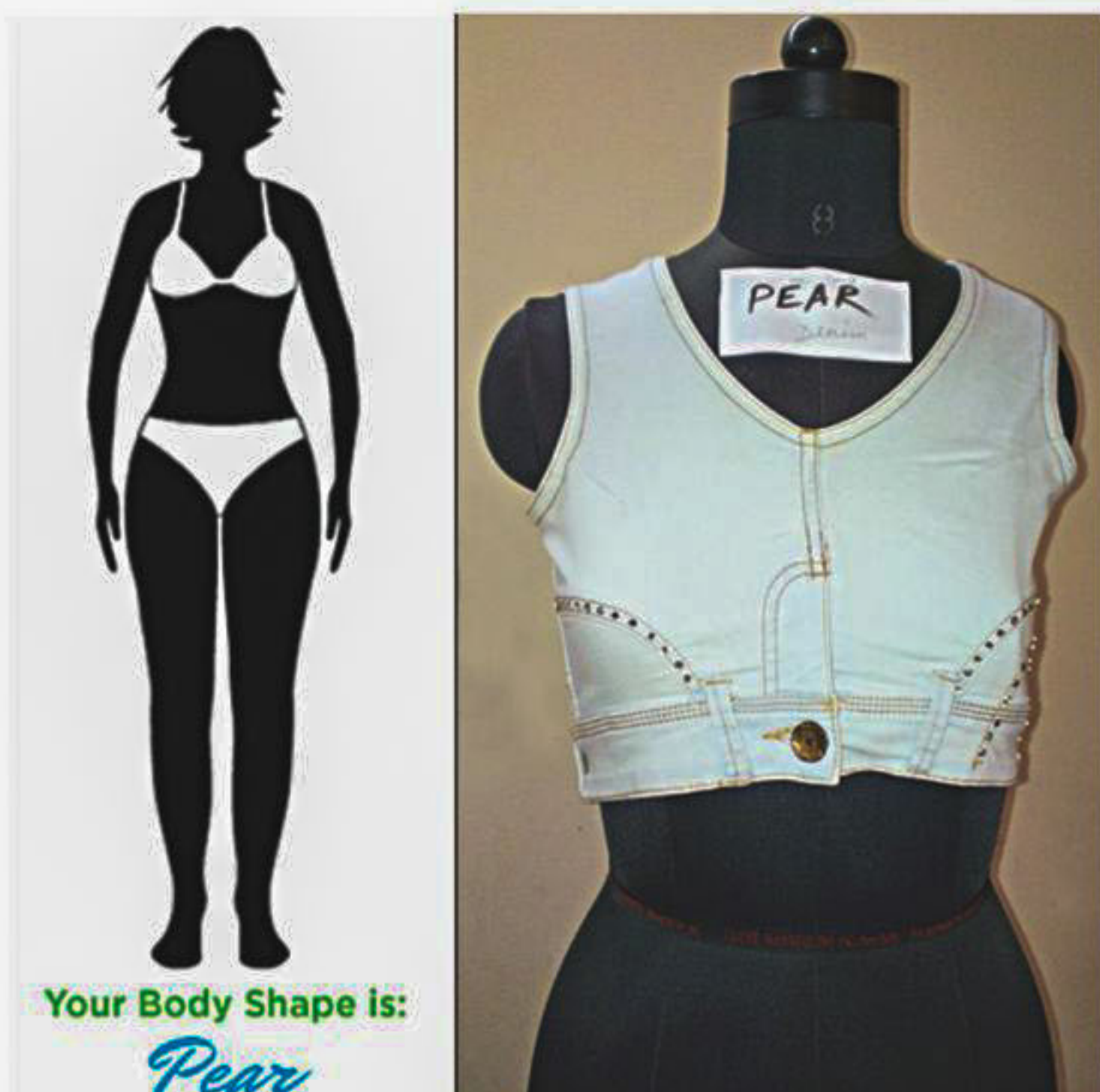


CRAZE FOR BLOUSE

The ubiquitous sari plays an important role in showcasing beauty and femininity of Bengali women. And what compliments the sari? Unquestionably, the blouse! Although historically, the blouse has been a recent addition to the Bengali culture, it has now become synonymous to the fashion and style statement of every Bengali woman. Instead of opting for prêt-e-porter, I always go for bespoke. Making the trip to the tailor ensures the perfect fitting, and a blouse sitting effortlessly on the shoulders can elevate even the plainest sari to look magnificent, especially in well-thought out contrasts.

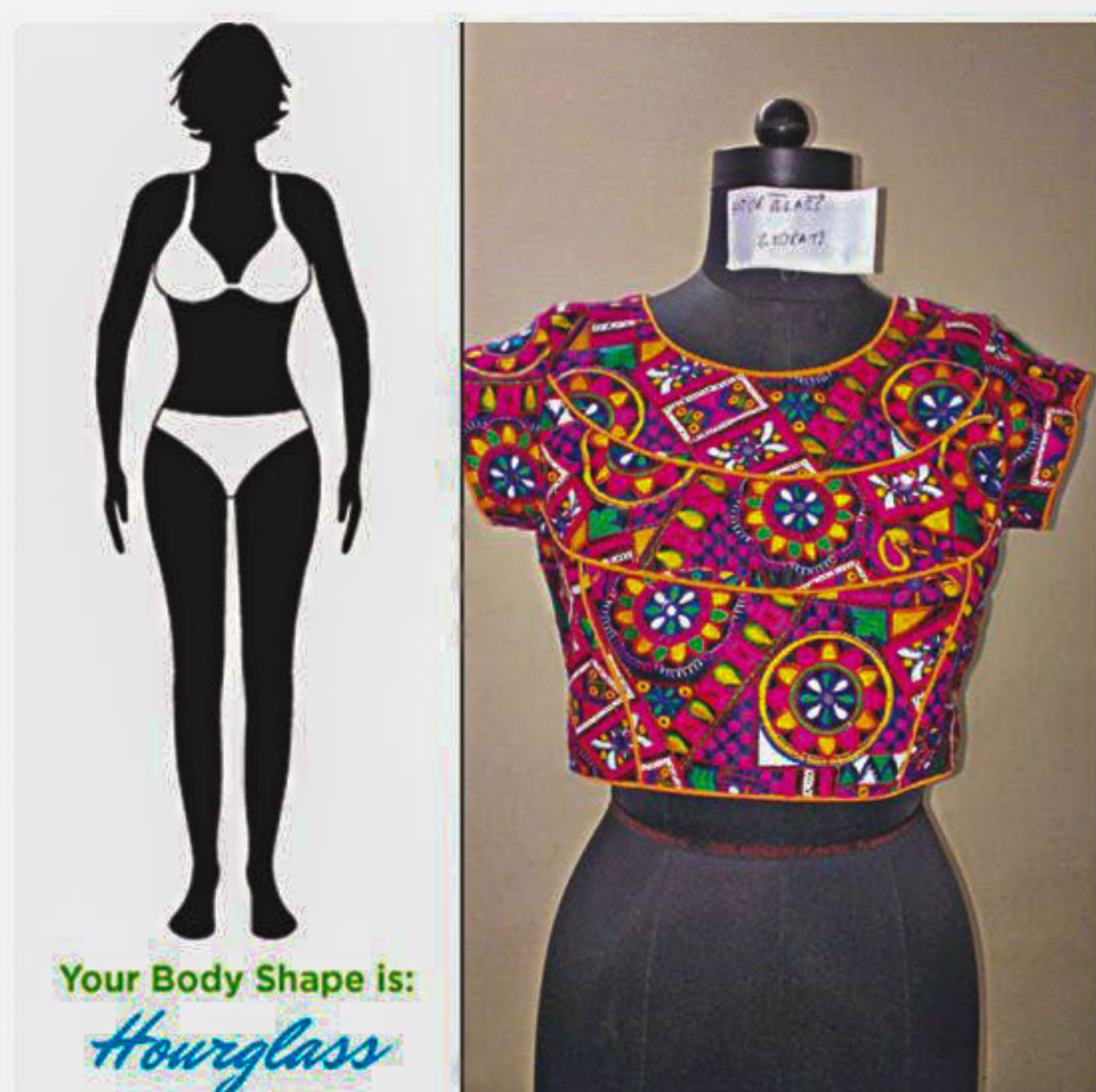
By Subhra Saha
Photo courtesy: Subhra Saha
Fashion Designer & Technical
Advisor, Shanto Mariam Foundation



THE PEAR-SHAPED

This is the most common body type - hips being larger than the bust (small-busted figure). The more vintage styles of blouses look very flattering with this body type and a cut out back is an excellent idea for adding some flare!

Although there are several styles that will suit these figures, a blouse giving an illusion of fuller bust would just be perfect. And in order to do so, make sure that blouse is well-padded or has heavy embellishments in the front. Sleeveless Maharani blouses in heavier fabrics like velvet, tussar silk, brocade, etc. will work wonders. Fortunately, there is no need to think twice before shortlisting the colours and patterns.



THE HOURGLASS FIGURE

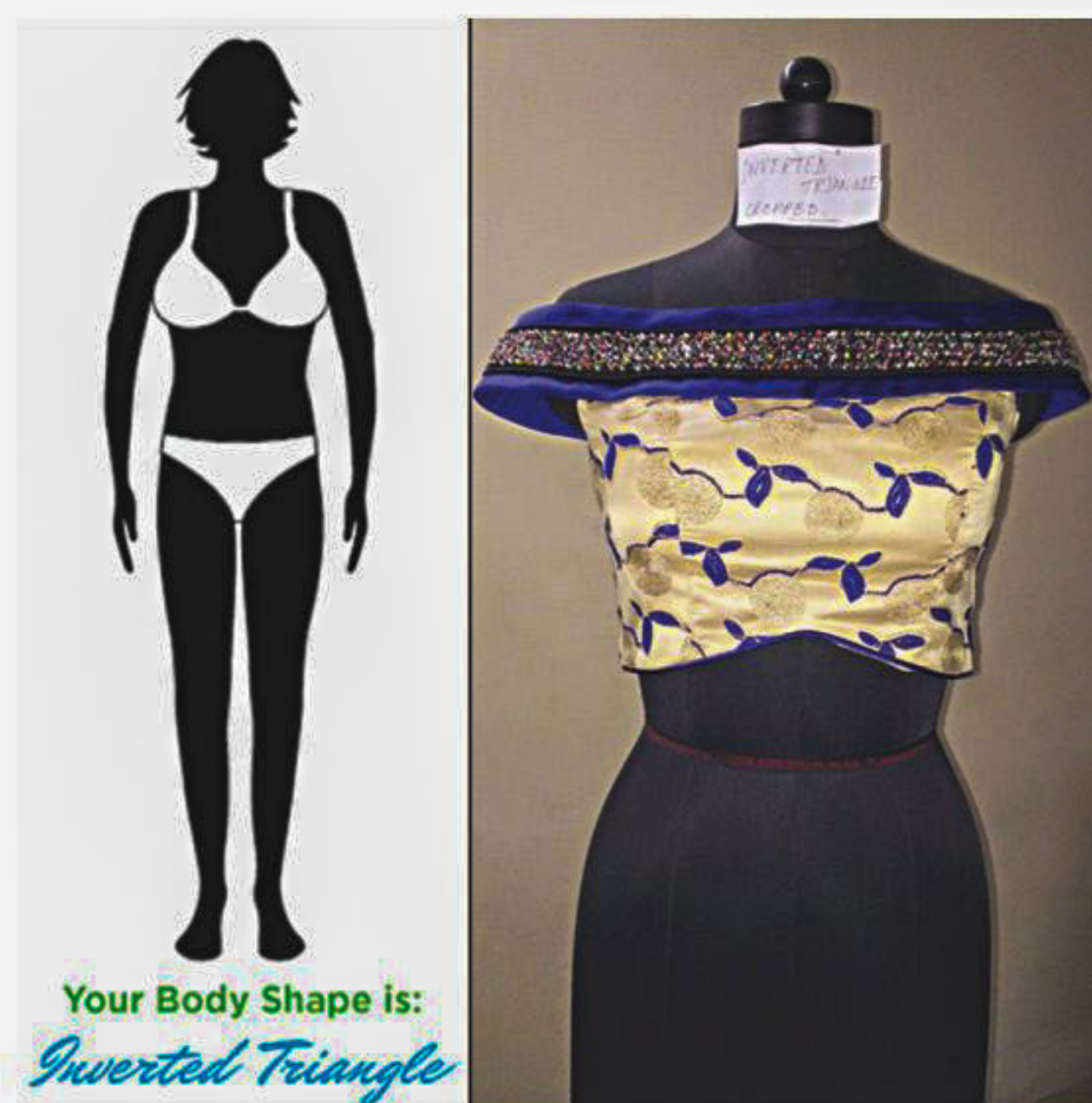
Nothing to write much on this type of body shape – as this is god gifted and will look good in almost any type of blouse design. Nevertheless, a deep scoop-neck works wonders showing off the collarbone and the bust, and accentuating the curves. A tube-cut blouse, like here, is a great idea for such a body type, because the strap portion of the blouse will work to balance the proportion of the breasts against the hips.

No matter how beautiful a sari is, the beauty and elegance of the women only come out when it is matched with an appropriate blouse especially in the 'perfect fit'. The saris will look extra gorgeous, if you accessorise well with suitable hair styles that complement the overall look.

THE INVERTED TRIANGLE

Large busted, narrow hipped women fall under this inverted triangle body type. For these body shapes, embellished blouses must be avoided, especially the ones with heavy work on the chest, adding weight to already heavy bosoms. Instead, a peasant-cut blouse, looks magnificent as it flaunts the shoulders, balancing out the bust area.

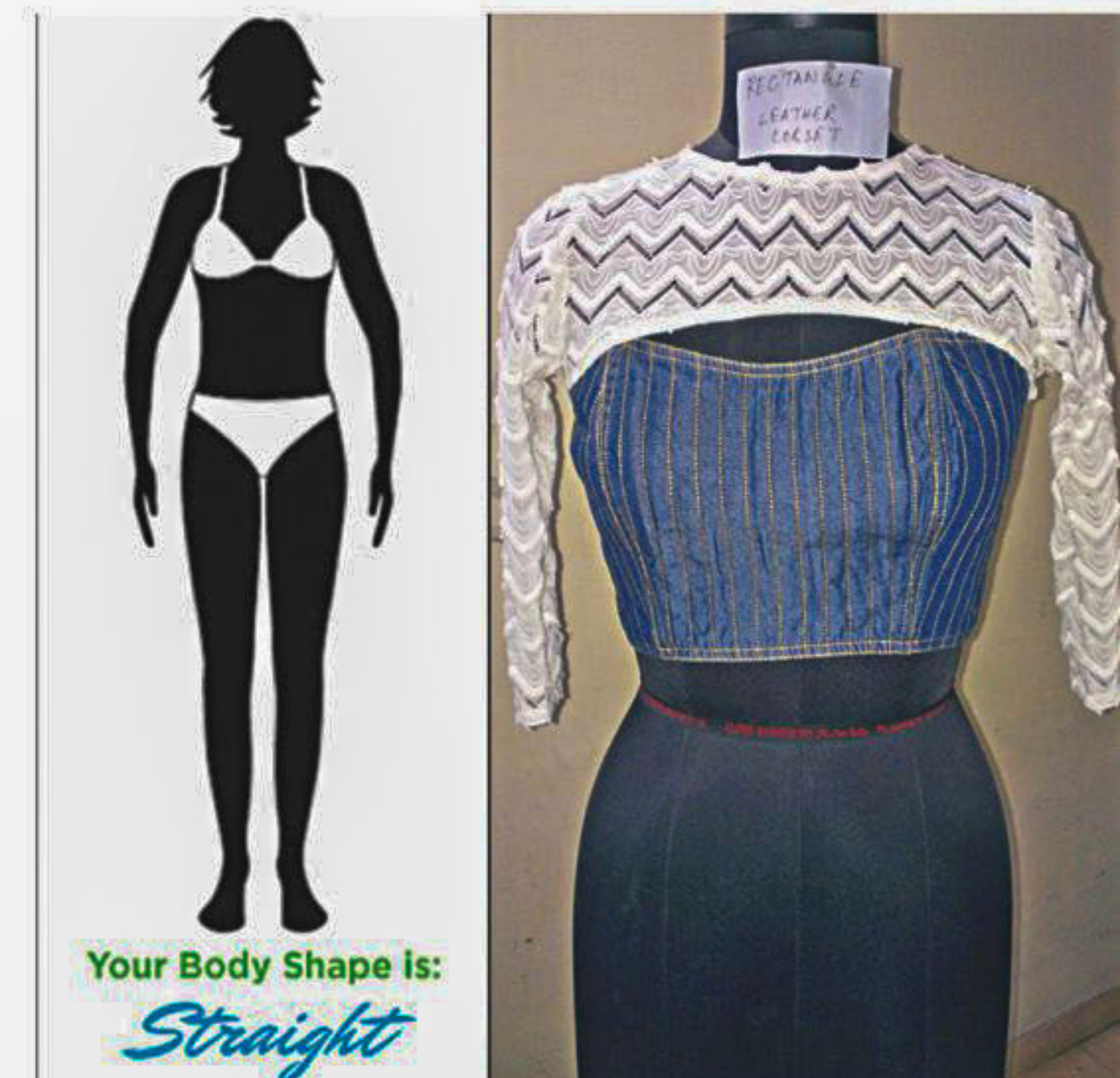
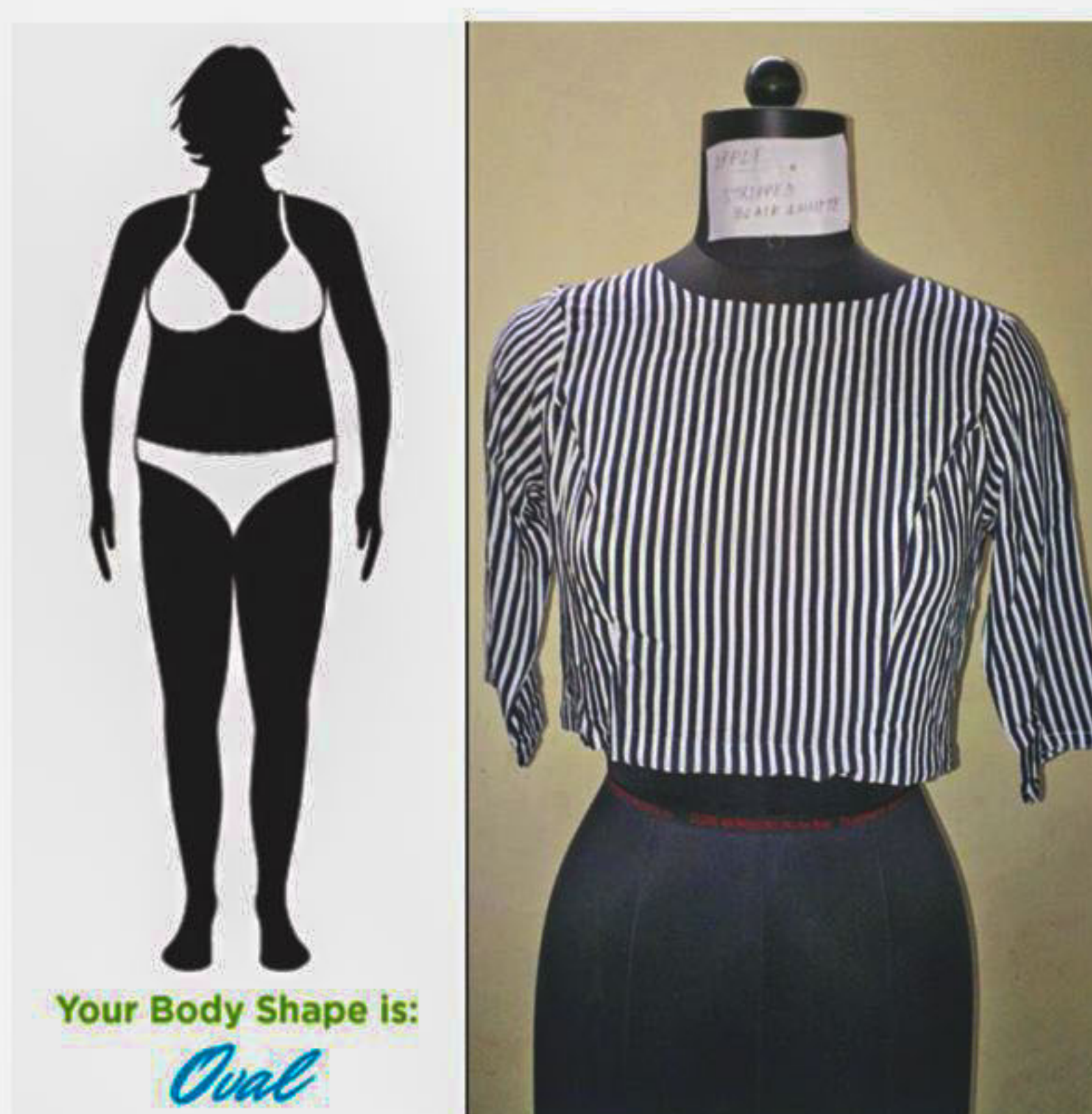
Blouses that are made with lightweight fabrics, such as georgette, crepe, satin, etc. are most suitable. Finally, avoid too large prints and deep necklines.



THE ROUND/OVAL SHAPED

These body shapes can work their fuller body to their advantage by wearing a full-sleeved or quarter-sleeved blouse. Since they will be covering the arms and shoulders, a bare back will create a balance and keep those eyeballs rolling!

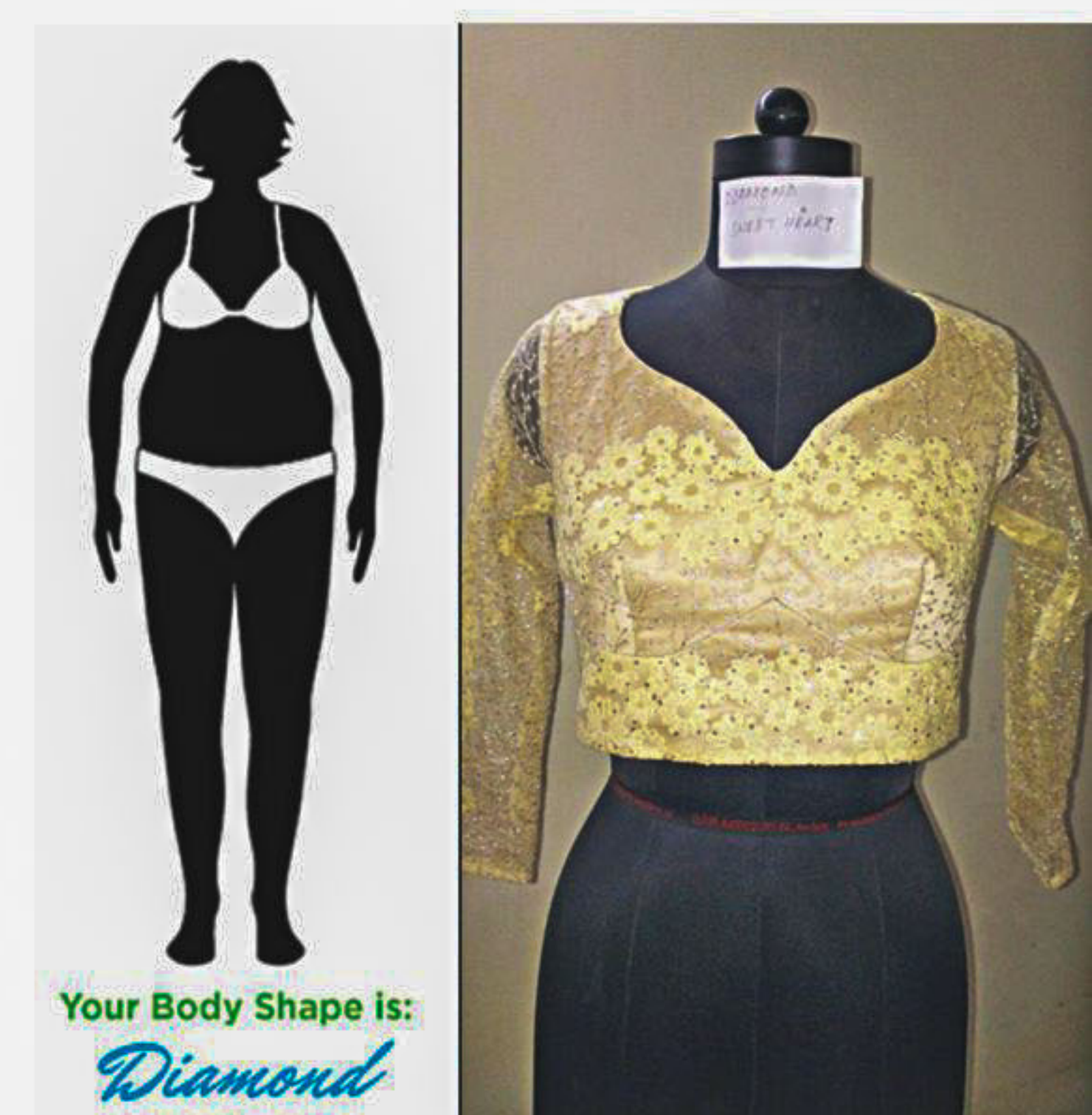
However, styles like puffed sleeves, noodle straps, halters, etc. need to be avoided. Also, lightweight fabrics with smaller prints or light embroidery is suggested.



THE STRAIGHT FIGURE

Having a straight body type means that the waist is slightly smaller than the bust and the hips or they are the same size. Well-fitted cropped blouses with a high or a boat neckline, work great for such bodies because they amply show off the waist, while also accentuating breasts in a not-scandalous way. A scoop necked blouse considered the epitome of beauty for many centuries looks best with these body shape.

The best bit is yet to come – straight figures can attempt any style, right from the noodle straps to corset style-- any style looks grand on them.



THE DIAMOND SHAPE

A diamond-shaped body type means that the waist is larger than the bust and the hips. And for these unique types of body shaped person, the blouse with a sweetheart neckline (or variations of it) looks super cute, because it adds a lot of emphasis on the bust, while also showing off the collarbone, which is a trick to balance the size of the waist against the upper half of the body.

NOTE

On a different note, the role of mannequins in promoting products is an old business practice. With changing times, the use of mannequins is being re-defined to suit current concepts. Please see P15 for our take on body positive mannequins.