

## SHOP SPECIAL

As Autumn sets in, the days grow shorter and the bright blue sky is embraced, we leave the dry and humid days of summer behind us. The season welcomes a world of golden harvest, enchanted by fragrant shiuli blossoms and 'kash phool.' The time has come to update our wardrobes to reflect the true essence of Fall, for which, Le Reve brings its new Fall 2019 collection, The New World.



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# READY FOR THE Fall

With the intent of bringing international trends introduced by luxury fashion brands like Versace, but at a more affordable price, and with a cultural tone, the line draws inspiration from baroque styles of art, architecture, and landscape designs, with the added touch of Fall. One will never run out of options, as the line includes fabrics like rayon, satin, chiffon, linen, and cotton voile, and provides a variety of styles to choose from.

The women's collection offers a selection of ethnic and casual wear, with patterns, traditional block prints, and embroidery. Starting from the traditional kameez and sari, up to stylish tunic tops and denim apparels, the collection has something for everyone. Not only that, but what sets this line apart is the contrast created with the dark backgrounds and the vibrant coloured prints and other pink-based skin tone colours.

The essence of Fall is captured in these designs and colours, through the creative incorporation of floral patterns.

For the ladies, the days of dealing with fake pockets are over. One of the attractive aspects of the women's collection is the experimental use of zipper pockets and exposed zippers on both tops and bottoms, which are spacious enough to hold phones and wallets -- stylish and convenient!

The line also addresses the trouble women face when moving around with a dupatta by offering fitted-layered shrugs. The range of tunics, styled with scallops and ruffles to the

sleeves, which are flared, hem-tied, or kimono styled, to matching well-fitted bottoms in palazzos or jeans — the endless variation is an example of the multidimensional aspect of the line, and surely opens a new world of fashion for women.

With an idea to introduce official ethnic wear, the line includes a range of traditional clothing, suitable for both the office and after-work parties, so that no woman would have to sacrifice either comfort or style.

Monnujan Nargis, CEO of Le Reve, mentions that The New World line offers "a worn aesthetic for comfortable basics" through various "motifs, shades and textured printed fabrics."

To complete any look, the collection includes a variety of chic backpacks for office goers, and handbags and tote bags for women.

Le Reve's Fall centric collection did not overlook the necessity of accessorising to complete the outfit. Other than the traditional jewellery, floral accessories perfectly complement the Fall look.

The men's line also carries both ethnic and casual attire, comprising of the classic panjabis and t-shirts in shades one would consider unorthodox for men. The panjabi collection is a mixture of muslin burnouts, two-tone camouflage, and fine hand embroideries which can be worn throughout all seasons.

As colour has no gender, the options for men are not limited to bold dark colours as one would expect, but rather, spread out to lighter shades of

pink and yellow, which emphasise the minimalist nature of the line.

In this regard, Nargis, states that, "Pink is our new blue."

As common the colour blue is for men, the line tries to give the colour pink and other lighter shades the same magnitude.

With this belief, the line motivates men to venture out of their comfort zones and expand their wardrobe with the added assistance of accessories like wristbands and sunglasses.

But for those looking for more down-to-earth outfits, or not willing to invest in seasonal clothing, hoodies, bomber jackets, sweatshirts and graphic t-shirts, and styles like camouflages, plaid, polka dots and so on, are always there.

Why should adults and teenagers be the only ones being fashionable this Fall? Youngsters and the little ones have not been overlooked, as Le Reve's Kids and New Born Collection includes casual and ethnic wear to create a chic look for children. Using the same inspirations of baroque style and landscapes; party-frocks, tunics, floral and graphic designs, ruffled necklines, woven sets and more, are offered for the girls, while the boys' collection highlights panjabis with classic patterns in bold hues.

So let the dry past of summer and the upcoming dreary days of winter not keep anyone's spirits down. This well-rounded line of apparels may highlight the essence of Fall, but is a wonderful addition to any wardrobe for any time of the year and for any event!