

*In an exclusive interview, celebrated designer Shahrugh Amin opened up about his latest saree collection, a unique blend of traditional and contemporary that promises to redefine summer fashion.*

Amin, known for his innovative approach to design, recently came out with a collection that is both comfortable and visually striking, making it a must-have for saree enthusiasts. The foundation of this collection is handloom cotton, a material that Amin described as very soft and comfortable for the hot summer months.

"Weather played a crucial role in the selection of fabric and colour," he explained, noting that the lightness and breathability of handloom cotton make it an ideal choice for this season.

Amin's choice of colours in his sarees is as diverse as it is vibrant. While the collection features bold hues like fuchsia, maroon, red, and orange, it is largely dominated by whites, creams, and off-white shades.

"These lighter colours are perfect for summer," Amin said. "But I wanted to add a splash of vibrancy to keep things interesting." The blouses accompanying the sarees offer a striking contrast, featuring brighter, more vivid shades.

Amin has made a conscious effort to use natural dyes wherever possible, in this new collection.

"To bring out the fuchsia shade, for example, I used natural dyes. I have used them to make my sarees as environmentally friendly as possible," he shared. However, he admitted that achieving particular shades sometimes required the use of chemical dyes, as natural pigments did not always yield the right colours.

Amin's latest collection is all about the beauty of handcrafted embellishments. Incorporating techniques, including zardozi, applique, and Victorian-style embroidery.

The designer said, "It's a mix and match of handwork resulting in a fancy and a rather unique collection." The use of screen print adds another layer of distinctiveness to each saree, enhancing its appeal as evening wear.

One of the most extraordinary features of Amin's collection is its artistic presentation. Each piece is one-of-a-kind, making them a true collector's item. His photoshoots, featuring his muse — Tanvin Sweetie — showcased sarees from his collection alongside art pieces by prominent artists.

"I always wanted to work with Tanvin Sweetie because she carries sarees very gracefully," Amin said. "She has managed to retain her natural personality in the photoshoot, without giving in to a lot of drama."

Amin has noted a global trend towards minimalism and sustainability.

"People are enjoying sustainable wear as opposed to synthetic materials or over-the-top embellishments."

Being a strong advocate for slow fashion, the designer believes it to be the way forward.

"The process of creating each limited-edition saree was time-consuming," he explained. "But this is the magic of slow fashion, and it is the future; people are accepting it more and more each day," he concluded.

By Munira Fidai

Photo: Adnan Rahman

Model: Tanven Sweetie

Wardrobe: Shahrugh Amin

Makeup: Sumon Rahat

