

ELLE

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OCTOBER 2014

₹ 150

**SHRADDHA
KAPOOR**
*the sweetest
thing*

MUSIC SPECIAL
*bold, edgy,
exciting*
**BOLLYWOOD'S
SOUND OF NOW**

JACKIE OR JANIS
Eddie or Twiggy
**WHICH
'60s GIRL
ARE YOU?**

**ELLE
BEAUTY
AWARDS
2014**
*Say hello to
your new
beauty
favourites*

EXTRA!

**KNEE-HIGH BOOTS
SOLO EARRINGS NOVELTY BAGS
COUTURE WATCHES**

...and a whole lot more in our accessories edit

TARUN VISHWA

The fashion photographer makes evening sheers creepy-cool and romantic in *Come Undone*, page 270.



ELLE VOICES

OCTOBER 2014

"The location of the shoot, a run-down copper factory with burnt walls, fit the mood perfectly. Light passing through the cracks of the ceiling added an eerie touch."

SUBHASH VAGAL

The hair and make-up artist, and champion of luminous skin, works his magic on cover girl Shraddha Kapoor in *The Good Girl*, page 238.

"It was most exciting to create the '60s look for Shraddha, since we haven't seen this on her before."



ZOEY GOTO

The London-based journalist reports on the Indian designers at London Fashion Week (LFW) in *The Brit Pack*, page 224.

"It was fascinating to get a behind-the-scenes glimpse at being a designer at LFW and the hard work that goes into creating that moment. From a style perspective, I am a complete magpie, so I loved the Mawi collection, which is all bright and pop."



JATIN KAMPANI

In *Reigning Beauty*, page 244, the fashion photographer finds that new-season couture and warrior princesses go together.

*"The weather was against us but we improvised and shot in bursts, between bouts of rain. We wanted Lisa [Haydon] to look like someone out of *The Lord Of The Rings*. The weather helped create powerful images too, sending dark clouds into our frame."*

[@JATINKAMPANI](#)

"I wanted to create the look of a modern warrior with an anime feel. I made the look more pronounced, using coloured extensions and sculpted shapes."

[@URBANCHOORA](#)



CLINT FERNANDES

The hair and make-up artist imagines a modern-day warrior in *Reigning Beauty*, page 244.

BRIT PACK

Zoey Goto trails three Indian-origin labels as they prep, show and wow at LFW



THE PRO

What does it take to put together a collection for fashion week? Ashish Gupta takes time off from his frantic schedule to talk us through the process



Ashish Gupta has been showing his kaleidoscopic designs at London Fashion Week (LFW) since 2004. The Delhi-born designer has created a signature style combining sportswear with dazzling sequins and distinctively Indian craftsmanship. For Spring/Summer 2015, Gupta presented his catwalk collection at the Topshop-sponsored venue in London's King's Cross. He gives us all the goss on what it takes to put up a show.

DRAWING BOARD

"This season, I looked at fan-inspired art, party girls, '50s housewives and disco. I wanted to create this fantasy of a rich girl going to a party, and all her jewels falling off because she is so laden with them."



with the textiles; this time it was jewel-encrusted gingham checks, sequined snakeskin and beaded celebrity portraits. I also love Indian street style; the men on bicycles in their crisp cotton shirts and trousers, the women in their saris of wonderfully saturated colour and the girls in their clashing Indian ghagras and polo T-shirts."

DESIGN AND CRAFTSMANSHIP

"The fabrics are all designed and handmade in India, where I spend three months of the year at my factory. I am constantly inspired by the level of craftsmanship — the hand-beading is very specialised and I have the most amazing artisans working on my garments. Every season, I do something different

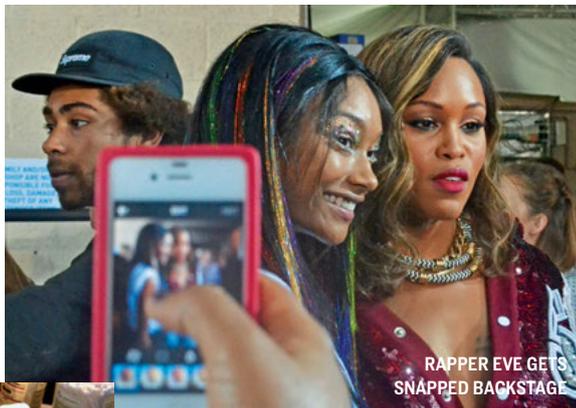
5 MONTHS TO LFW



FINALISING THE LINE-UP



6 MONTHS TO LFW



RAPPER EVE GETS SNAPPED BACKSTAGE



BEAUTY TABLE



WINNIE HARLOW



BACK TO LONDON

1 WEEK TO LFW

"I flew back to London the week before the show and arranged everything. I have a great team and for four days before the event, the studio was taken over by styling assistants, hair and make-up teams, models, production people and casting agents. I worked closely with the stylist, Anna Trevelyan, editing and fixing the running order. We also decided which 15 girls have the 'look' to walk the runway. I usually end up doing 16 to 18-hour days in the lead-up to the show."



THE BIG DAY

"In the morning, we were at the studio having last-minute fittings and castings, shuffling looks around and organising the accessories with the assistants. Our call time to arrive at the venue is three hours before the show. We do one rehearsal, then allocate shoes to the girls and get them in hair and make-up, while we brief the dressers. It's very intense!

The highs were *America's Next Top Model* star and vitiligo spokesperson, Winnie Harlow, flying over from Canada to walk in my show, and the fabulous disco-inspired beauty looks. The lows were the long hours of hard work and sleepless nights."

All worth it, we bet.



VIEW FROM BACKSTAGE



SHOE STORY

2 MONTHS TO LFW

"The shoes are usually organised a couple of months beforehand; this season, they were fluffy and disco-inspired."

TICKET REQUESTS

"My PR agency looks after the invites for the show. In the weeks running up to the show, they collated ticket requests from press and buyers, allocated seated and standing tickets, and drew up a seating plan, which is like a map showing where each guest should be."

3 WEEKS TO LFW

THE MAGPIE

Accessory designer Mawi Keivom may have found global fame, but London is her soulmate

The daughter of a diplomat, Manipur-born Mawi Keivom (a perennial ELLE favourite) spent her childhood travelling the globe and collecting a diverse mix of references, from punk culture to Hollywood glamour, that continue to define her aesthetic. She then settled in London, and in 2002, launched her eponymous label. The brand is now synonymous with cheeky statement jewellery, chunky clutches and epic collaborations (steely cuffs for Hugo Boss, body harnesses for Mark Fast and skateboards for Selfridges).



THE PRESENTATION

CITY LIGHTS

Mawi's headquarters are housed in a vast, atmospheric warehouse in Dalston in East London. Despite the collection being exhibited in fashion meccas Milan and Paris, the British capital has always been Keivom's first love, with its hip sub-cultures and indie underground scene. "The city is special to us as it was the first place that we showed," Mawi explains. "It is really exciting to be part of the creative scene in London, which is very different to somewhere like Paris where the focus is on super brands. There is an international platform here for small brands that are doing exciting things."



MAWI AT HER WAREHOUSE



THE S/S '15 MOOD



VINTAGE MAWI SHOES



MIXED BAG

The designer works from her desk, using Sellotape and Blu-Tak to montage together jewellery prototypes, while surrounded by a mix of Disney characters and comic book prints, twinkling clutch bags and boxes of vintage jewellery; the studio is a riot of colour cultures. Her latest collection is just as eclectic, inspired by a diverse range of references — the novel *Valley Of The Dolls*, the English country garden and traditional camera bags, which have been reimagined in vibrant hues and named after famous photographers such as Testino and Rankin. "For Spring/Summer 2015, we've created a vintage-inspired collection that's very pretty and feminine. The high-street has cottoned onto what we have done and there have been too many replicas," says Mawi, explaining the move away from their signature spikes and industrial tubing.

EMPLOYEE BOARD IN THE STUDIO



GETTING PAPPED AT LFW

FASHION WEEK PRO

Mawi is no stranger to London Fashion Week, having shown there for over a decade. Overlooking the main catwalk tent, her stand at the Designer Showrooms attracts influential press, buyers and fan girls who are there for the sensory experience of her neon baubles, boxy bags and crowd-pleasing classics. In the courtyard outside, the fashion paparazzi are snapping the peacocking crowd; an aspect Mawi says she enjoys about London Fashion Week. "It's super-fun to see everyone parading here. My only complaint is that it doesn't last long enough!"

ON THE STREET



IMAXTREE.COM/VINCENZO GRILLO (STREET STYLE), ZOELY GOTO

ONES TO WATCH

Young label Nom De Mode is an exploration of twins Hardeep and Mandeep's East-meets-West journey

On the day of their debut showing at London Fashion Week, in between the hustle and bustle of business meetings with buyers and retailers, sisters Hardeep and Mandeep Chohan chat about what it's like to be there.

Hardeep Chohan: This is so exciting! (laughs) London is where we fit in best.

Mandeep Chohan: Yeah, the influence of London is vastly international; everyone comes here, and leaves with an impression, and the hope of leaving an impression. It's really special because of that. There is a sense of the unexpected and openness in the city.

HC: And also, Mandeep, there's so much culture here — the theatre, arts, the Tate Modern and the Victoria and Albert Museum. And we've got parks everywhere. There is so much inspiration; it's like a melting pot, with so much happening at the same time. Fashion week is a reflection of all that. Showcasing along big fashion houses can be a bit intimidating, but the opportunity to take the British Fashion Council through our story, our ethos, has been wonderful.

MC: It's an exciting challenge actually — that we're in the same arena as these designers and brands. I think, this is also what we feel most natural doing, in terms of having a product that we're really proud of — for example, our S/S 2015 line — and letting people judge it for themselves.

HC: I think our line has elegance — some silk here, some chiffon there, and signature brocade. There was a focus on the final silhouette (the long and the lean), pastel colours and beautiful embroideries. The idea was if you were summering



HARDEEP AND MANDEEP OUTSIDE THEIR STUDIO

in Biarritz, France in the 1920s, this is what you'd wear. And we love the idea of people coming by, trying, feeling, and speaking to us about the collection. Having a quick catwalk (as opposed to a showroom presentation) means that we don't get to tell you about the clothes. (laughs)

MC: Or talk about our story! Like the fact that we've wanted to work together for a long time.

HC: And that we have mixed backgrounds; I've studied literature and you've trained as a lawyer.

MC: But fashion was always there; we both did summer courses at Central Saint Martins, took an inspiration trip to Punjab in India (where our parents are originally from) and we decided to build something of our own.

HC: Yeah, we wanted to bring a slight influence of our Indian heritage into our British brand. The mix has contributed to an international outlook, which makes it hugely satisfying creatively. ●



SIZING UP



THE LOOKBOOK

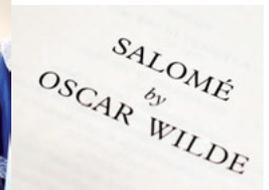


PATTERN-MAKING SESSIONS



BUYER MEETS

NOM DE MODE



ZOEY GOTO