FASHION TOURISM: FASHION IN INDIA ACROSS ITS WESTERN REGION

The indigenous fashion in India is famous across the globe. Every travel itinerary includes visiting the clusters of weavers in India and the crafts market to explore handmade fashion and craft. India is a vast country with multi-cultural influences. The fashion and culture in India are interrelated. To explore fashion in India, every tourist must categorize it into regions, namely North, South, East, and West. This fashion blog aims at presenting the western region fashion of the country.

Fashion in the western region of India is colorful, embellished with mirrors, beads, thread work, laces, and techniques like tie and dye.
Rajasthan
It is the weavers in India, who have kept the sustainable and indigenous fashion of India alive. Rajasthan has a woven fabric specific to its state called ‘Kota Doria’, It is a perfect fit for summer fashion. The airy and cool Kota Doria material is lightweight in beautiful colors and zari work (metallic thread). This handloom product attracts a lot of fashion tourism in the state. Another famous weave here is ‘Pattu’, woven from the wool of the livestock the weavers use the extra weft technique to create designs like fish, birds, stripes, trees, and other geometric and natural patterns. The works in these shawls seem to be influenced or inspired by ‘kashida embroidery’. In Rajasthan, Khaadi fabric is still handspun.

Tie and Dye is the color pattern making on fabric by hand by gathering portions and tying them, finally dipping them into natural dyes or colors to create patterns. The famous tie and dye are also called resist printing. Introduced by the Chippa community to the state of Rajasthan, the Bagru village residents have been working on fabric prints for over 100 years now. Block printing is known to be a widespread art across the Indian sub-continent. The design to be printed is carved in wooden blocks and then stamped on the fabric repeatedly to make a pattern by the natural dyes. The designs of the blocks are inspired by the fashion and culture of the region and adjoining areas.
Gujarat

Gujarat is known for its Mashru fabric, a blend of cotton and silk it is woven in such a manner that the soft and cool cotton stays in contact with the skin whereas the shiny and lavish silk is shown in the upper region. The famous ‘Kutch Weavers’ share a common fashion and culture with Rajasthan. As both states are adjoining it is not a surprise that their fashion and crafts are influenced by each other. Another reason to promote fashion tourism in India is the very famous and already exported IKAT dying/woven technique. The most important element of the Ikat is the blurriness of the fabric. Here the yarns are tie-dyed before the weaving starts. Woven in regions like Surat and Patan the ‘Patola weaved’ fabrics are a legend across the world. The double ikat silk fabric that gives out Patola prints is in architectural and geometric forms. The Abla Embroidery is another famous embroidery technique native to Gujarat. In this, round mirror pieces are decorated on fabrics with thread.

The traditional fashion in Gujarat is colorful with mirror work and embroidery, people wear ‘kediyu’ or kurta on dhoti and women wear sarees or ‘chaniyacholi’. Gujarat is known for its leather art in footwear just like Rajasthan the traditional footwear of Gujarat can be termed as mojaris or juttis. They embellish the juttis with mirror work and thread.
Maharashtra
The third-largest state of India has a rich heritage, from warriors to kings and revolutionaries; the land has been blessed with the presence of Mughals, Peshwas, Marathas, and others. Paithan the handloom treasure of Maharashtra is majorly concentrated in the Aurangabad region of the state. The pure silk woven saree with zari is made in traditional colors. Another fabric woven in Maharashtra is Himroo, tracing its history since the reign of Mohammad Tuglaq. Himroo is rich and heavy attire woven in with copper, gold, and silver to give a royal feel. Khana is another woven fabric that is lightweight with floral and geometric patterns. Made in cotton or silk, this is traditionally used by the people residing in Maharashtra and Karnataka (the state adjoining Maharashtra). Maharashtra has a typical drape for sarees. Where the rest of the country would need a petticoat or a skirt below the saree the Maharashtran sarees also known as the Nauwari Sadi is a nine-yard saree worn like a tugged dhoti for easy movement.
The famous Kolhapuri Chappals belong to this region. Fashion in India generally takes its name from the place where it originated from. These T-shaped sandals are dyed and embellished.
LATEST NEWS

Aditya Birla Fashion & Retail Limited Partner With Designer Tarun Tahiliani

After the ground breaking fashion news of ABFRL acquiring stakes in label Sabyasachi, the retail giant made it to the latest fashion news again as it announced a partnership with Indian fashion designer Tarun Tahiliani. Aditya Birla Fashion and Retail Limited will be launching an ethnic wear men’s line along with the designer. ABFRL would also be holding a 33% stake in the luxury couture business of Tarun Tahiliani. This is the second partnership that has brought Aditya Birla into the news. The retail giant had also acquired stakes in label Shantanu & Nikhil in the year 2019.

Katrina Kaif’s Kay Beauty Launches Hydrating Foundations

The Kay Beauty by Bollywood celebrity Katrina Kaif launches 20 shades of hydrating foundations, especially for the Indian skin tones. The brand has enriched the makeup foundation with natural ingredients to ensure a smooth settle on the skin. The official announcement of its launch was made on the brand’s Instagram account on the 5th of March 2021. From dark, medium to light tones, the foundation makeup line is all set to be a part of Indian makeup pouches and makeup tips.

FDCI And Lakme Fashion Week Reunite To Present A Phygital Fashion Week

As the pandemic has brought new events to light, another important fashion news that is making it to the top about fashion weeks is the recent announcement by the organizers FDCI (Fashion Design Council of India) and Lakme Fashion week (Lakmé & RISE Worldwide, formerly IMG Reliance). The two prominent Indian fashion industry counterparts are coming together to organize a joint fashion week in March from 16th – 21st 2021.

Masaba Gupta As The New Sabyasachi Bride For Condé Nast Traveller

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There's no denying that over the years, Indian fashion designers at the low, high, and midpoints of the market have started to team up with different fast fashion brands. But today when consumers are always seeking something fresh and latest, collaborating is not such an insane idea. Indian fashion designers took the collaboration culture up mainly in the year 2010 starting from Tarun Tahiliani for Timex to Sabyasachi's talked about a collab with H&M in 2020, collaboration has become one of the most celebrated trends in Indian fashion.

**Why Famous Fashion Designers Initiated Collaborating?**
The Indian fashion designers have adopted and embraced the idea of collaboration so finely because by doing so for projects, they were further able to enhance their customer reach, save money and create something magical by utilizing the skills of other professionals. On the other hand, high-end fashion and fast fashion brands embrace collaborations with famous fashion designers to create mini collections to be sold alongside their regular offerings.

Following are some of the most essential points that led to the establishment of this collaboration culture to become a trend in Indian fashion:

1. Collaborations lead to strategic partnerships that enable both the famous fashion designer and fast-fashion brand involved to create a buzz around their individual brand and reach a wider audience together.
2. With the increasing number of consumers on social media, the fashion world is more accessible than ever, and it's easier than ever for fast fashion brands and Indian fashion designers to connect with a larger audience through collaborations.
3. Currently, the most spotted collaborations are of high street fashion brands collaborating with luxury famous fashion designers. One such example is of H&M, the brand in the past has worked with Karl Lagerfeld, Alexander Wang, Versace, Balmain, Lanvin, Kenzo, and recently with an Indian fashion designer—Sabyasachi.

Collaboration among famous fashion designers and fast-fashion brands is no new, recently famous fashion designers and beauty brands have also started tying up to combine their signature aesthetics with limited-edition lines. Following are some of the most buzz-worthy launches of fashion and beauty combined—Sabyasachi X L’Oréal, Manish Malhotra x MyGlamm, Masaba X Nykaa, Payal Singhal X Ranavat ,Manish Arora x Kama Ayurveda.
Discussions for having a standardized fashion chart have been on the agenda since 2006 in India. Debates, talks, polls all have already taken place. In 2018, NIFT (National Institute of Fashion & Technology) took to the forefront and devised a plan for standardizing fashion sizes in India. It had then announced that a chart or details of the same would be put out in the year 2021. The Ministry of Textile supported the initiative and also allowed a grant for the same.

Why Does India Need A Standardized Fashion Size Chart?
India needs a standardized fashion size chart as many homegrown and giant fashion brands are growing and establishing their foot in the fashion industry in India. Currently, these brands follow size charts of the UK, US, or EU and set their products for Indian consumers to buy. This leads to great confusion especially for the consumers, as trying clothes becomes a mandate to understand which garment they would fit into. India's population is varied and so are its measurements, a standardized system of sizes would bring uniformity in making and purchasing patterns. It would also make it easier for consumers, reducing returns and exchanges, and most importantly it would have a positive psychological effect on the minds of the Indian consumers as they would be more open to accepting their body type. The standardized sizes would also make international brands enter the fashion industry in Indian consumer market with ease as they would be aware of the sizing systems and body types of India. As the world now looks to India as a growing market for fashion in both consumption and manufacturing, the need for standardization in fashion sizes is taking to the forefront. This can make manufacturing, sales channel, and retail a smooth system that would fall under the same umbrella.
RAVISHING LOOKS OF THE BOLLYWOOD DIVAS

The B-town divas are sizzling with their celebrity looks, from Janhvi Kapoor to Nora Fatehi, all have made a comeback after the lockdown with jaw-dropping shoots and fashion-inspiring images. The Bollywood divas are introducing the latest fashion trends through their looks stirring the wave of the fashion industry so closely linked to Bollywood celebrities.

Janhvi Kapoor
Dressed in David Koma, a London-based fashion designer and styled by Mohit Rai, Janhvi is carrying the slit dress with style.

Nora Fatehi
The pastel pink saree with a halter neck blouse and heavy embellishment by Tarun Tahiliani made Nora add spark to the show. Styled by Maneka Harisinghani, the actress went for a minimal jewelry look.

Genelia D'Souza
Flaunting the monochrome fashion in a red upper and lower, she carried herself with grace.
BUILD A CAPSULE WARDROBE

If you like to dress up with minimal clothes in your cupboard, then you are at the right place!
A capsule wardrobe is a trending subject in the world of fashion these days. It refers to a small collection of clothes that define your lifestyle by reducing the extra waste in your wardrobe. It changes with seasons and makes dressing a much easier task.
Here’s a guide you can follow to maintain your capsule wardrobe:

9 TOPS
Make sure you don’t have more than 9 tops in your cupboard. You can mix – match them with your lowers to create new looks!

5 BOTTOMS
A maximum of 5 lowers are enough for styling. Make sure you have comfortable and chic lowers according to your lifestyle.

5 SHOES
From your stilettoes to your sports shoes, 5 pair of footwear are enough for a capsule wardrobe.

Besides these if you are party person, you can keep few dresses. If you are a gym person, then you can keep your workout outfits. Apart from this don’t buy new things until you really need to.
MACHINERY & EQUIPMENT AT ELLORA CREATIONS PVT LTD

A high fashion export house spread across 80,000 sqft at Okhla Industrial Area New Delhi, Ellora Creations PVT LTD manufactures and exports the latest fashion garments to over 40 nations around the globe.

The garment export house founded by Mr. Imtiyaz Ahmed holds an experience of about 50 years in embroidery and prints. One of the leading export houses in India, the premises and departments function with approximately 1850 employees and a state of the art machinery and equipment.

Ellora Creations PVT LTD was one of the first few installers of the Japanese machinery Tajima in India back in 2002. Working with global buyers such as Nicole Farhi, French Connection, Oasis, All Saints, and Reiss, Ellora always had an edge to exposure and strived to upgrade itself in machinery and equipment to deliver better to its clients.

The fashion industry across the globe associate with export houses based in India to have their products manufactured at a unit that is client-friendly, technologically advanced, and efficient in management. Ellora Creations PVT LTD is a leading garment export house adhering to all compliances and requisites of internationally famous brands and labels.

Manufacturing and Ornamentation:
- Thread Cutting Machinery
- Juki Thread Overlock Machines
- Tajima Multi-head Sequin and Embroidery Machine
- Single Head Sequin Device
- Hashima Automatic Fusing Machine

Processing & Packing:
- Perc Machine
- Hydro Machines
- Tumbler
- Dry Cleaner Machines
- Steam Pressing Tables

Designing:
- Tuka Tech
- Coral Draw
- Adobe Photoshop
- Graph Tech Plotter
Kiara Advani and Kartik Aryan walked for the famous fashion designer Manish Malhotra in style at the phygital show. The actress was adorned in a metallic silver outfit with a train and sharp cuts. She looked absolutely stunning as she walked with minimal makeup and highlighted eyes. She chose to wear her hair tied to bring out the best in the attire.

The Bollywood celebrity and the dashing Kartik Aryan wore a bund gala and kurta with nature-inspired work, the duo looked amazing walking the ramp for the famous fashion designer Manish Malhotra at the FDCI X Lakme Fashion Week 2021.
ANANYA PANDEY TURNED SHOW STOPPER FOR DESIGNER RUCHIKA SACHDEVA

She was spotted in a fluid pleated skirt with vibrant color blocking and a crop top with puffy and full sleeves. The actress walked with style and went for a wavy open hairdo to give it a natural look and feel.

She adorned herself with the latest beauty trends of highlighting the lips and eyes while keeping the rest natural or minimal.
Customized or bespoke beauty products are formulas that are changed to suit a consumer’s skin or hair. Example— Customized shampoos – Bare Anatomy customizes shampoos as per the hair texture, hair type, hair problem, and also the preferred color of the shampoo and fragrance of the product.

A customized beauty product hence refers to products that are formulated to meet the specific need of the customer’s current beauty situation. From lipsticks to creams, all the beauty products can be customized and personalized to address the current problem being faced by the client.

The Indian Consumers Perspective Towards Customized And Personalized Products

I Knock Fashion, surveyed to know the perspective and preferences of the consumers towards personalized and customized beauty products.

The Indian consumer understands that every skin type is different. As individuals lead different lifestyles and expose their skin and hair to multiple environments, a need for a personalized beauty product is thus rising.

Post the pandemic and lockdown situation, the importance of natural, home-based, organic, and personalized beauty products has escalated. Indian consumers now prefer products formulated for them over the ones available on the shelves. The advent of digital media and the increasing use of social media makes it easy for consumers to reach and interact with their preferred brands in beauty. About 82% of the metropolitan beauty buying consumers prefer personalized beauty products. These include both men and women. The customers look for easy navigation and an individualistic experience in both offline and online stores. About 70% of the metropolitan and tier 2 city customers are aware of the personalized beauty products and their availability in the market. As beauty is divided into various categories, consumers desire personalized products in the skincare and hair care segment followed by cosmetics and beard grooming. These products are also seen as a great gifting experience. Mostly age 18 and above are willing to spend a substantial amount on the products.

It is evident that with the changing environment, the consumer perspective and preferences are also changing. The beauty industry is no more about what is available but about what can be made available. As consumers take to the front row, the personalized beauty industry market is sure to boom and create a loyal clientele in the coming years.
HAIR MASKS DIY

**EGG MASK**

Take 2 egg whites to add a cup of milk and 2 teaspoons of olive oil, blend it well, and squeeze a few drops of lemon juice into the blend. Apply it on your hair scalp and wash after 30 minutes with a natural shampoo.

**BANANA AND HONEY MASK**

Take two ripe bananas, and mix with half a cup honey along with one-fourth cup olive oil. Olive oil lightens the consistency of the mixture. Blend this well, apply on hair from scalp to root, and let it sit for about 20-25 min. Wash with water and a mild or natural shampoo.

**NEEM JUICE**

Ever noticed how most of the natural shampoos that claim to fight dandruff are enriched with Neem. Neem can do wonders against dandruff. Crush and blend a few neem leaves, freshly plucked from the tree, make it into a paste and apply it all over your scalp. Let it dry for 5-10 min and then rinse it off the water.
IS YOUR LIP SHADE COMPLEMENTING YOUR COMPLEXION?

With several beauty products popping out in the beauty industry of India, lipsticks are a makeup essential for women at all times. Lipsticks add a finishing touch to your face, they make or break your whole look. Hence, having a handy guide filled with all the makeup tips you’d require to choose the right lipstick, will be a beneficial deal.

**How To Match Your Lipstick Shades With Your Skin Tone?**

**Know your Complexion:** It is essential to know your skin tone first before deciding and buying any makeup products. Your skin tone would be fair, wheatish, dusky, and dark. This is the first step in deciding before buying lipstick.

**Use Shades of Pink For Fair skin type:** Dark shades do stand out on fair skin. But, the more complementing ones would be shades like pinks, apricots, and corals. Cool undertones that complement the fair skin are mocha, mauve while warm undertones are shades of peach.

**Avoid Nude Colors if you have a Wheatish Complexion:** It is great to have such a skin tone because mostly all the lipstick shades go well with the skin tone. Ranging from dark shades to corals, shades of pinks and reds, almost all shades would complement this tone. Avoid using nude shades as they blend in with the complexion.

**Opt For Shades of Brown for Dusky Tone:** Pinks and oranges might not be the best choice for dusky skin tones. Try opting for shades of browns and berry. You could also use cool undertones like brick red, caramel, and brown.

**Use Warm Undertones For Dark Skin Tone:** Bright shades of orange should be kept at bay. Shades of maroon, brown, and red are the recommended picks. Warm undertones for dark skin could be brown, honey, and walnut, copper while cool undertones could be wine and deep reds.

Undertones are also differentiated based on Warm, Cool, and Neutral, and different lipstick shades happen to match with each of them:

- **Cool:** Bluish, Red, or Pink
- **Neutral:** A mixture of both warm and cool
- **Warm:** Golden, Peachy, or Yellow
- For Cooler Undertones: Lighter skin tones tan more rosy than golden. Light to medium skin tones tans more of deep cinnamon.
- For Neutral Undertones: The skin has no predominant shade. When in the sun, you can burn or tan.
- If You Have Warm Undertones: Lighter skin tones tan more peach. Light to medium skin tones tans more golden.
They Take A Break
This is a privilege the men enjoy in India in comparison to women, they just go to travel and freshen their minds up to deal with the problems later once back.

Often Seclude From Their Surroundings
Men, during emotional traumas, seclude themselves from their surroundings, to spend some time alone. This is very dangerous as it either leads to making or breaking for all times to come.

Violent Reactions
Throwing, beating, domestic violence, hurting themselves all become a regular part of their lives when they are unable to deal with the emotional, physical or financial downfall.

What Needs To Be Done?
Let Them Cry
The foremost aspect that needs to be considered is to let the man, child, or teenager speak and cry when they feel like it. Please don't quiet them, let them speak and share their pain.

Make Mental Health More Acceptable
In a country like India where mental health issues are kept under the veil, men face a hard time opening up about depression and family-related matters to psychiatrists and psychologists.

Share Their Responsibilities
Women often build gender roles and expect the man to do most of the workings. If responsibilities, authorities, and consequences are shared then men would feel a bit freer to talk about the turmoils being faced by them.

With the coming generations and the widespread awareness about mental health and its solutions, there is hope that this taboo would soon take a backseat and men would be raised with a different outlook altogether.
PLAY THE MAZE

Find your way through the maze take a screen shot and tag @iknockfashionofficial
IKF IQ

GUESS THE HAIRSTYLES OF THE FAMOUS CELEBS

1. LAYERED Braid SLIDE SWEPT
2. PIXIE SHORT SLICKED PERM
3. PONYTAIL SHORT SLICKED SLIDE SWEPT
4. SHAVED TOUSLED CREW CUT
5. PIXIE CORNROWS CREW CUT

ANSWERS

1. BRAID
2. PERM
3. PONYTAIL
4. CORNROWS
5. CREW CUT
HAIR AND THE MANY MOODS OF A WOMAN

He Is Not Worth It!

My Life Is A Mess

Explore! That Guy Is Hawttt!!

You Mess With Me & You Are Dead!

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