I KNOCK FASHION

Explore

THE LATEST SHOPPING TRENDS
India is booming with different cultural practices and is home to fashion enthusiasts. The magnificent Indian culture inspires many Indian fashion designers to bring exclusivity to their artwork. Also, it has given the fashion industry some of the best fashion creators. But among the top-rated fashion designers of India, the emerging talent remains undiscovered and untitled. Here are the five young Indian fashion designers who are remodeling the fashion styles and creating new fashion perspectives.

**5 Upcoming Indian Fashion Designers, You Need To Add To Your Shopping List!**

India is booming with different cultural practices and is home to fashion enthusiasts. The magnificent Indian culture inspires many Indian fashion designers to bring exclusivity to their artwork. Also, it has given the fashion industry some of the best fashion creators. But among the top-rated fashion designers of India, the emerging talent remains undiscovered and untitled. Here are the five young Indian fashion designers who are remodeling the fashion styles and creating new fashion perspectives.

**BLONI**- A stand-alone fashion label by Akshat Bansal derives individuality and brings in exclusivity to fashion clothes. He completed his studies at NIFT, Mumbai, and Central Saint Martins in London that gave him a perspective for the fashion and textile industry. His initial workings at Savile Row and Tarun Tahiliani motivated him to start with his label, BLONI. His solo fashion line allowed him to manifest 'unconventional vision and tangential thought' to his collection.

**Khanijo**- Another creative fashion label in the fashion industry, Khanijo by Gaurav Khanijo is an ethical luxury brand for menswear and womenswear, established in 2014, exhibiting the latest fashion trends in India. It balances the contemporary with the conventional while preserving the craft and honor of the native artisans.
Atelier Shikaarbagh- Bringing out the balance between traditionality and modernity, Atelier Shikaarbagh by Maayankraj Singh explores a different and exceptional range of French Chiffon, satin, tissue, and georgette Sarees. The shikhara as fauna and bagh as flora discovers the nature amalgamated with Indian styles. It is a bespoke luxury clothing brand for sarees, nurturing the Rajasthani roots, established in 2012 in Delhi, and Kota(Rajasthan) specializes in Indo French Sarees and Ensembles

Saloni- An eponymous fashion label by Saloni Lodha, founded in 2011, visions femininity dubbed with vibrant colors. The brand explores the joy of living through colorful floral prints and embroidered flowers that gained global recognition from Cindy Crawford and Margherita Missoni. With the intuitive love for textiles and everyday dressing, she aims to create a playful collection that transitions from formal occasions to dinners at home and be your travel buddies. Also, the customized prints, textiles, and different shapes are crafted with love and care.

p.e.l.l.a- The next-generation Bangalore-based fashion designer, Priyanka Ella Lorena Lama, is one of the upcoming talents in the fashion field and a winner of the Country Award at London Fashion Week. It is an artisanal label that focuses on slow fashion and brings you the best summer outfits for women. A NIFT, Bangalore graduate, she aims to the zero waste creative pattern in making her clothes. All the silhouettes are made with a single block of fabric, maintaining the potential of the fabric. The brand is true to its roots as it uses handwoven textiles like cashmere, silk, and nettle weaves, creating 100% handcrafted garments without the use of machines. Her latest collection, UTOPIA, inspired by the Japanese Wabi-Sabi school thought, promotes the idea-beauty is in imperfection.
Indian Fashion Designers Donate To Fight Coronavirus In India

With the second wave of Covid-19 setting the new records that binge into the devastating situations, the Indian fashion designers joined their hands to fight against the crisis by donating funds in India. Putting everything to a halt with friends and relatives getting tested positive frequently, the dystopian wave of Covid-19 in India brings the country to the wholesome of quietness and sadness, lacking medical and physical resources. But, the fashion industry, one of the most celebrated industries of the country, lead its way as a helping hand to fight against the Coronavirus in India by raising funds. Fashion designers donate for coronavirus- Once again a substantial move by the designers as they initiate the financial help in the battle while collaborating with various foundations and NGOs. The leading Indian fashion designers such as Arpita Mehta, Gauri and Nainika, SWGT, Valaya Home, Archana Arora, and Mishé put in their maximum efforts to raise funds that can bring the hope of relief towards Covid-19 in India.
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What Is The New Fashion Shopping Trend In India?
The Indian fashion industry and retail industry was flourishing and moving up the scale before the Coronavirus in India followed by a strict lockdown and increasing cases. The Indian fashion and retail industry of the domestic apparel market stood at 5.41 trillion Indian Rupees in 2018 as per Statista, showing consistent growth since 2010.

2019 shook the fashion industry and retail fashion in India. The online e-commerce stores saw a boom and the brick and mortar stores started to close down, just when everything was expected to go back to normal the second wave of Coronavirus in India changed the dynamics of online shopping and consumer buying patterns again. Currently, fashion sales online have dipped by 20% to 30% in India. Many E-Commerce giants like Flipkart, Myntra, Amazon, Shopclues have put further discounts and sales on products.

2019–2020 saw a major hit in the designer sales in India, many reported a 70%-90% sales down. The designers took their stores online or collaborated with fashion industry retail giants like ABFRL to launch new, mass, and comparatively affordable collections in the market. As the majority of consumers shifted their preferences from exclusive designer wear offline buying to online surfing and interaction the luxury and designer industry also adapted to the social media and digital media trends to cater to the existing and potential clients. Many Indian fashion designers launched prêt a porter lines and took their news and new launches, discounts, etc on their social media and digital media platforms to reach out to them seeking consumers.

**The Luxury And Designer Wear**

**Athleisure Wear**

A change in lifestyle that the Indian citizens are currently adapting to is integrating fitness and health into their everyday routine. The exercise regime and workout schedules are drafted and well followed by the people now. As gyms close down and the second wave of Coronavirus in India aggravates the fear of the virus and underlying health issues, the people are taking extra care of their health.

As per an article in the Financial Express the pandemic led to 84% of fitness enthusiasts' stream live to give health and fitness tips, classes, and workout plans. This further led to an increase in the demand for athleisure wear in India. The work from home culture is also accelerating the Athleisure wear buying pattern.

**The New Work From Home Fashion Trend**

The World Economic Forum published an article mentioning that the global formal wear sales have come down, with Coronavirus in India and the world many brands operating at a global level have seen a drop of 80% in formal wear sales. The fashion industry including the formal fashion in India is moving towards the new Work from Home Fashion trend. A recent ad campaign by BATA (Footwear brand) focused on the launch of its new collection ‘Work From Home Relaxed Workwear Collection’. Madura Fashion also introduced a Work From Home Collection on the e-commerce store of its men’s wear brand ‘Peter England’.

The Work from Home Fashion Trend is all about relaxed and comfortable wear, oversized t-shirts, joggers, cargos, A-Line silhouettes, tank tops, Kurtis with pants, long dresses, etc.
Shift From Offline To Online Buying
Currently, most of the mass-oriented apparel brands (domestic and global) are selling their products within a range of INR 300- INR 2,500 online under sales or discount including brands like Levi’s, Nike, Adidas, etc. From homegrown brands to global organizations, all have shifted their focus to online selling over offline sales. This transition is due to the new fashion shopping trend in India where consumers are surfing online and on social media platforms to explore fashion.

Although the second Coronavirus wave has led to deliveries of only essential products in some areas yet, the luring discounts and sales are not stopping the consumers from shopping with late or affected deliveries.

The new fashion shopping trend by the Indian consumers are looking for online, comfortable, stylish, and comparatively economically priced fashion products.

The new shopping trends also enlighten that many Indian consumers are looking into the sustainability in fashion factor too, while purchasing fashion garments. Sustainable fashion or the use of quality products for a long time are being promoted by many brands catering to the Indian audience too. To sum it up the new fashion shopping trend is a conscious consumer opting to buy fashion in need and products that now align with the new lifestyle of the people.
6 Budget Friendly Clothing Websites

shaye.co.in
urbansuburban.in
alayabystage3.com
faballey.com
maxfashion.in
ellorashop.com
5 Easy Home Workout Techniques To Strengthen Your Core
1. **Planks**- A classical core strengthening exercise that is never easy to pull off. It works on all the core muscles by making them robust. It comes with variations like side plank or raised plank. Start with resting your forearms and extending your legs up on your toes. Keep your forearms parallel to each other with a straight back and hips down. Get on to the position for 30 seconds - 2 mins plank challenge. Also, keep your abdominal muscles contracted and stop the exercise if you feel unstable.

2. **Flutter Kicks**- Core workout trains different muscles, and for well-defined abdominal muscles, get your hands on the Flutter Kicks. It is an effective way to achieve strong core muscles. Relax by lying down on the floor. Start by putting your hands under your glutes or lower back. The next step is to raise your legs, shoulders, and head off the floor and let your chest and porch rest on the floor. Contract your abdominal muscles and begin to flutter your legs alternatively, one up and the other down. Keep your position intact by doing for one minute or completing several reps.

3. **Russian Twisters**- Escalating the intensity, Russian Twisters work on the prime core muscle area and obliques. Get yourself in a seated position on the floor with legs raised from the floor. Lean on the back and ensure your torso should be at 45 degrees and keep it straight with contracted muscles. Start with twisting side by side your upper body and touching the floor by keeping your legs consistent to the position. One can advance it by adding a dumbbell, weighted ball, heavy book, or water bottle.

4. **Bird Dogs**- Concentrating the balance and stability, Bird Dogs help to strengthen the core muscles. It tries to boost the lower back and try to make the whole core area stronger. Get in a tabletop position and extend the one arm out and extend an opposite leg out simultaneously. Now bring both the extended arm and leg under your stomach and try to squeeze as much as possible. Try with 20-25 reps for one side and then change the leg and arm for another side, or one can try by switching the sides alternatively.

5. **Superman**- As the name suggests, it’s time to embrace Superman’s position for an abdominal workout. It also works on the lower back for better shape. Start it by lying down on your stomach by extending your arms in the front and legs on the floor. To execute the first repetition, raise your legs and arms together, focusing and concentrating on the lower back. Now, at the highest contraction level, squeeze your glutes and hold on to the position for few seconds only. Relax for one second and continue with other reps.
Yet another outfit designed by fashion designer Naeem Khan, Nora gives the boss lady look in shimmer and bling. The well-fitted, floral pantsuit gave the actress an oomph look, making all eyes turn towards the Bollywood diva. The glamorous outfit shimmering in sequin was paired with a faux bustier by @pilardecampo. She was styled by one of the leading stylists of the fashion industry Maneka Harisinghani and fashion assistant Shubra Sharma. The actress looked drop-dead gorgeous in a subtle makeup look and messy open hairdo. Footwear by Louboutin and a Chanel handbag added glam to the already stunning look.
While the fashion industry in India claims that Adline Castelino has dreams of making it to Bollywood, a look through her Instagram handle and it seems Adline is already kneading shoulders with the Bollywood, or at least in terms of the latest fashion trends for women and style.

Adline made the entire nation proud as she shattered the 20-year drought of India’s non-placement in the Top 5 tag. This was the highest achievement in Miss Universe for India since Lara Dutta won the Miss Universe title in 2000. Her captivating looks are no less than a treat for her fans. Here is an alluring look of the gorgeous Adline Castelino that you can not afford to miss.

The model wore an off-shoulder dress in which she was looking stunning. One simply cannot take the eyes off her drop-dead gorgeous look. The supermodel raised the oomph factor in the gorgeous outfit by Shivan & Narresh and completed her look with classy sapphire tassel design earnings and bracelet designed by Sataara.

The new season of fashion is very colorful as contrasting colors have made a comeback this season. Nushrat Bharucha, the Ajeeb Daastaans actress, embraced the latest trend of color play that made her look modish in her latest summer look, styled by celebrity stylist Nidhi Jeswani. She brings out the colorful vibe by adorning an embroidered drape dress by Limerick by Abirr n’ Nankilatest collection. The dress features floral prints and peacock motifs, set in two-tone shade, styled with dolman sleeves. Her outfit entailed lots of colors that complimented her dewy makeup look by Vardan Nayak, who kept it all simple and yet radiant looking. Her half-tied wavy hairs and pink-red stiletto heels made her look stylish and attractive. She accessorized her look by adding BoHo Moon Gold Tassels by Talisman.
What Is Vegan Skincare All About?

In general, vegans consume a diet free of animal products and by-products such as cheese or milk. Much like these dietary regulations, luxury vegan skincare also prohibits animal-derived ingredients when producing skincare products. In simple words, natural vegan skincare products do not include any ingredient produced from an animal or animal byproduct. This implies that traditional ingredients like honey, beeswax, keratin, and lanolin are not used in vegan products. In most cases, vegan products even drive residue of animal byproducts that are ethically sourced.

Can We Make Vegan Skincare Products At Home?
Forming vegan products at home can be as easy as choosing cautiously the source of an ingredient. Here are some of the recipes to make natural vegan skincare products at home.

Natural Bodywash
Ingredients required:
- 60ml purified aloe vera gel
- 700ml distilled water
- 60ml olive oil
- 120ml coconut milk
- 1 tbsp shea or cocoa butter
- 60ml coconut oil
- 1 cup Castile Soap of your choice
- 1 tsp guar gum
- 5 drops of essential oils
Add all the above-listed ingredients except castile soap into a blender. Blend at a high speed for a minute, scrape down the mixture and blend it for another 30 seconds. Add in the castile soap and pour it into a bottle of your choice.

Clarifying Salt Scrub
One of the easiest and best vegan skincare products to make at home is salt and sugar scrubs. A salt-based or sugar-based scrub is by far the best option to get silky soft skin and unblocked pores. To make a salt-based scrub take over 700g of medium-coarse pink Himalayan salt or unrefined sea salt. Then add 120ml of jojoba oil or olive oil alongside 10 drops of fresh essential oils such as lemongrass and lemon. And that’s all!

Best Brands That Sell Vegan Skincare Products
It is the year 2021, and it is all about being kind to the world around us. Here is a list of some of the vegan beauty brands that are trying to make your skincare regimen happier this year.

Kiro Clean Beauty
Kiro Clean Beauty produces every vegan product with a focus on ergonomics and design to furnish the best and most comfortable products for our everyday use. Their products are 100% vegan and cruelty-free which implies they are not only good for your skin but also good for the planet.

Dr. Botanicals
Dr. Botanicals’ brand natural vegan skincare products are inspired by some of our favorite vegan foods.

Arbonne
Arbonne is an eco-friendly beauty and health company and has never tested any of its products on animals.
The late 90s and 2000s saw an uprise in men's skincare products in the beauty market of India. Social media exposed men to beauty tips for men and the latest products for skincare. So if we think logically IT IS OKAY FOR MEN TO TAKE CARE OF THEIR SKIN, BEARD, HAIR, AND FACE COMPLEXION BUT IT IS NOT OKAY FOR THEM TO WEAR MAKEUP! WHY? India has its notions about men wearing makeup. "Oh! He isn't manly enough!", “Wearing makeup makes him more feminine!”,” What! There is makeup for men! Really?" These are a few lines one might hear from women and men across India discussing men’s makeup.

Men & Men’s Makeup
For men to wear makeup is not a new concept. Egyptian men would put eyeliner around the eyes and men in Ancient Rome applied pigments on cheeks and nail paints. The word metrosexual was coined in the 90s that described a man who spends a lot of time and effort on his grooming.
In India, men since the Ancient Vedic period have been applying kohl to enhance their eyes. Popular Perception Towards Men Wearing Makeup In India
Although men have been applying makeup for decades in India either in theater, movie world, or weddings yet there are many popular perceptions towards those men who wear makeup frequently.

1. Is He Gay!
A perception generally built for men who wear makeup every day or follow the latest beauty tips for men. Makeup is associated with the LGBTQ community in India. Many feel that those men who keep up to date with grooming and makeup are either gay or bi-sexual.

2. So Feminine
Makeup is popularly associated with women in India. When applying makeup to highlight their features it is considered to be feminine and they are associated with females.

3. Has He Lost His Masculinity
Men to wear makeup in India mean the man losing his masculinity. The linking of makeup and the urge to look pretty and well-groomed to date is more of a feminine character in many societies in India.
1. **Men Should Look Rough & Tough Not Smooth & Silky**

Honestly, this depends upon preference and opinions, men are meant to be rough and tough with scars and rough skin but women should be smooth and silky. So any initiative by men wearing makeup to have even skin and highlight their features makes them feminine.

**The Changing Era**

It would not be fair to say that all the opinions stand against men wearing makeup. The new generation including Gen Z and millennials are bringing a change in the popular notion. Many YouTubers and bloggers are raising the topic of men’s makeup and giving beauty tips for men in makeup.

This is breaking the taboo of men wearing makeup being associated with feminine qualities. This change and revolution through social media and digital media channels are sure to bring equality between men and women and break through the stereotype of MAKEUP IS ONLY FOR WOMEN!

Below are a few bloggers who promote male makeup
1. Siddharth Batra
2. Ankush Bahuguna
3. Zeeshan Ali

**I Knock Fashion Desk**

Where all the screaming and shouting is about how women are discriminated against and suppressed by men in India, there is another truth that shows the other side of the coin. As male stereotypes and roles in society are so deeply engraved to being rough and tough any action or inhibition contrary to the popular belief system is detested by the Indian society. Men’s makeup is another such topic that has many opinions and views in society but mostly talking openly about makeup for men in India is still a taboo in the process of being broken.
Moisturize
Start with a quick step of cleansing your face and then nourishing it with a hydrating moisturizer that makes it a little glowing. Also, it removes the dryness from the face skin and adds smoothness. A BB or CC cream mixed with a moisturizer can add finesse to the skin and also evens the skin tone.

Conceal
Choose a cream-based concealer that is long-lasting and pick up a shade according to your skin color. Use your fingers to pat concealer to the inner corners of the eyes, under the eyes, and on the bridge of the nose. Also, swipe it above the jawline.

Eyes
The next is to enhance your eyes. As we want brighter-looking eyes on the video calls, start curling your lashes with black mascara or put in some kajal. One can put both or can use either of the products.

Blush & Lipstick
Start with a pointed blush brush, tap it on the blush palette, and tap the extra bit before its application. Now apply in oval-shaped motion to your cheeks and blend it "back towards the outside of the face." Different blushes come in powder, stick, and liquid form.
Go for bright colors like pink, red, and orange if you are in front of a lighted blank wall, and choose pastels or nudes when in front of deep-colored walls. But flattering nude colors work best. One can also use a clear gloss or a tinted lip balm that brightens your face.
10 Popular Face Oils For Glowing Skin

- Drunk Elephant Virgin Marula Luxury Facial Oil
- Olay Regenerist Luminous Facial Oil
- Mara Algae + Moringa Universal Face Oil
- Inkey List Rosehip Oil
- Elemis Superfood Facial Oil
- Savor Beauty Renew Pumpkin Seed Serum
- Trilogy Rosehip Oil Antioxidant+
- Peach & Lily Pure Beam Luxe Oil
- Plum Grape Seed and Sea Buckthorn Glow-Restore Face Oil
- Kama Ayurveda Sweet Almond Oil
IKF IQ.

With Summer on Mind, Guess the types of Shorts!

01 Tailored Shots
   Golf Shorts
   Chino Shorts

02 Cut-Off Shorts
   Skorts
   Pleated Shorts

03 Cargo Shorts
   Baggy Shorts
   Daisy Duke

04 Slipshort
   Low-Rise Shorts
   Board Shorts

05 Flat Front Shorts
   Bermuda Shorts
   Gym Shorts
PLAY IT!

MAZE

Take a screen shot, find your way out and tag us on Instagram @iknockfashionofficial
FASHION EVOLUTION IN LOCKDOWN

Ohh! I’ll dress well and stay fit!

Let’s slip into something comfortable yet trendy

Ohh! Whom am I fooling? Get into comfy pants and I don’t care whose top for the rest of the lockdown!

COMIC

LOCKDOWN FASHION EVOLUTION FOR WOMEN
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