I KNOCK FASHION
FASHION IN COVID 19
The New Work From Home Fashion Trend

**Joggers**

One of the easiest to pull off, joggers are the latest trend for WFH, workout, and from day to night wear. Easy to carry and can be matched with T-shirt, sweatshirt, and buttoned shirt. One can also go for a coordinated jogger set in different colors.

**Shirt Jacket**

An overshirt is an ideal shirt style suitable for every occasion. Layer a shirt jacket with a tee when working from home. Easy to wear and makes you feel free, a shirt jacket can be tossed over joggers.

**Jumpsuits**

The super comfortable with adjusting styles, jumpsuits for women becomes the must-have option in your work from home closet. They are soft and lightweight and can be worn by any body type.

**Tank Tops**

Easy to style and the staple of our wardrobe, tank tops are comfortable and look elegant while working from home or getting out for work. It can get together with casual denim, denim shorts, or biker shorts. It gives a super-sleek finish and is perfect for layering your buttoned shirts.

**Polos**

Never getting out of style, a polo T is one of the versatile t-shirt styles. It has become a WFH wardrobe essential that is comfortable and dapper-looking. It works well with joggers and cargo pants.

**Chinos**

A great pair of chinos work as a versatile pair of clothing when your bed becomes your workspace. They are durable and comfy and make you look dashing. Go for slim-fit cut chino with a stretchable fabric material.
GIORGIO ARMANI

ARMANI GROUP COMMITS TO GREATER SUSTAINABILITY IN EYEWEAR LINE

Giorgio Armani, Emporio Armani, and A|X Armani Exchange are all set to bring more sustainable fashion choices to its eyewear line. The 2021 collection will be inclusive of more sustainable choices for both men and women. The brand is working towards fulfilling its social and environmental responsibilities through this collection in the eyewear lines. From the composition of the product to packaging, all are set to match sustainable fashion.

ONLINE BEAUTY STORE PURPLLE RAISES FUNDING OF $45 MILLION

The online beauty store Purplle rose funding of $45 Million from Sequoia Capital India. The funding was raised in the Series D segment. The company also saw exiting investors like Verlinvest, Blume Ventures, and JSW Ventures. The Ivy Cap ventures also took a partial exit. They had invested in Purplle in the year 2015. The online beauty- e-tailer Purplle has joined the list of the many cosmetic and beauty retailers who have risen to get funded recently.

THE MET GALA 2021 RETURNS WITH A TWO-PART EXHIBITION

On 12th April 2021, Monday, the Costume Institute announced the coming back of the most waited fashion night. Traditionally reserved for the first Monday of May, the Met Gala is happening on September 18, 2021, due to the current situation. This time, it is a two-time celebration, one in September and the other on May 5, 2022. Thus, it will have closure on September 5, 2022.
The renowned fashion designer was born in Morocco and moved to Paris in 1996, he dressed many celebrities including the beautiful Meryl Streep. He was the Artistic Director at Lanvin from 2001 to 2015. In 2016, he was made a member of the French Legion of Honour, the country’s most prestigious award.
Before 2019, fashion in India portrayed a very different picture, offline stores, brick and mortar shops, the relevance of touch and feel of the garments, and the need to meet the designer before purchasing together summed the fashion shopping experience of any buyer. With the world undergoing the COVID 19 pandemic, a new normal was enforced upon the citizens. This normalcy brought along with it increased access to the digital world and social media.

As per Statista, clothing takes the maximum online shopping share of fashion in India i.e 59% followed by 45% footwear and 42% mobiles and electronics. This online fashion market is expected to grow at a 3.5x rate in the coming years.

Apart from shopping fashion through recognized and trusted websites like Flipkart, Amazon, Myntra, and Ajio, many buyers have started to look for designer garments through multi-designer stores online like Ogaan, Pernia Pop Up Shop, Carmaonline, Ensemble, Agashe, etc.
Other platforms through which fashion buyers often shop are social media handles like Instagram, Facebook, Pinterest, etc. These platforms in the years 2019-2021 have become powerful tools of interaction. Social media platforms have emerged as a new hub for fashion in India and allow fashion designers to directly influence potential clients through images and chats.

Tracing recent history fashion was more about the overall store experience, exclusivity, and those moments of fame. The COVID 19 pandemic, however, changed the fashion trends and the fashion industry in India. The new address of fashion shifted to .coms and .ins from Kala Ghoda (Mumbai) and Qutub (Delhi), the overall purpose included inclusivity over exclusivity. Fashion trends became more personal and client-oriented from designer oriented and most importantly, the motive shifted from only sales to the interaction between fashion designers, brands, and clients.

A paradigm shift in the fashion trends and perception towards fashion was also witnessed with the fashion weeks going online. From the on-ground experience to online experience, the fashion weeks and fashion designers adapted to the digital world to survive the pandemic and create a new normal in fashion.

However, as fashion took to the digital platform it also brought along with it, the stress to keep up at pace with the changing world. Instant updates, reverts, posting on latest happenings, and much more. The corona cases in India today are changing the perspective of the people towards life and other aspects related to the same. People are now taking to digital platforms for shopping and connecting, they are more inclined towards sustainability and are raising concerns related to the same. The restricted movements and new work culture are shaping the future of consumer behavior and buying patterns in India and the world.
Glimpses Of Style And Fashion From The Red Carpet Of Oscars 2021

Source - @maisonvalentino
Morning Drinks For Detoxing The Body

Vetiver Water
Vetiver, also known as khus-khus is popular for its cooling properties. This drink is easy to make as it requires only boiling vetiver roots in water. This detox for clear skin and a healthy body is excellent for nerve relaxation, weight loss, and treating insomnia. It is incredible for the liver and skin too.

Cumin-Lemon Water
Cumin and lemon water can assist in burning calories rapidly by boosting metabolism and improving digestion. To make this super easy drink, soak jeera or cumin seeds overnight, then bring the water to boil. Drain out the seeds and add a spoon of lemon juice into the drink and drink it on an empty stomach in the morning for effective results.

Cinnamon Water with Honey
Consuming honey before going to bed can be beneficial in burning more calories during the initial hours of sleep. Cinnamon, on the other hand, assists in reducing fat and supports weight loss. Take a cup of lukewarm water and add a spoon of honey and cinnamon powder to it and drink it on an empty stomach.

Apple Cider Vinegar
Apple cider vinegar drinks are one of the best detoxifying beverages. It enables purifying the complexion and boosts digestion. Adding a tablespoon of Apple cider vinegar to a glass of lukewarm water and consuming it on an empty stomach can do a lot to your body. Also, you can squeeze half a lemon and add black pepper or honey to it to enhance the flavor of the drink.
Katrina Kaif’s Eye Makeup Styles You Can Totally Recreate!
The first step is to set your eyelids with a primer or concealer or an eyeshadow base. It gives a foundation for the shades to settle down.

Next is to set the eyelid with powder or compact to have intensified color look.

Now choose a 'berry' shade from the eyeshadow palette and apply it to the crease and on the lids. Cover your inner corner and outer corner with the same.

For the lower lash line, choose the same and spread it outwards.

Now choose a darker tone, 'Rosa', and apply it to the outer corners, and blend it out to have a smudged effect.

Tightline the upper lids with a black eye pencil to have a bold effect.

For tightening the lower lash waterline, use a white eye pencil that makes your eyes look bigger.

The final play is to pop up your lashes with a set of light lashes.

Practice the first and second steps to have intensified look.

Now choose a 'butter' shade from the eyeshadow palette and apply it to the crease and the lids, covering your corners. Cover your lower lash line with the same.

Now choose a darker tone, 'Olive', and apply it to the lids and blend it upwards from the outer corner towards the brows. Do not apply to the inner corner.

Choose another dark tone, 'Ebony', and apply it to the outer corners and blend it with defined lines to have a structured and smoky look. Darken your lower lash line with the same, leaving the inner corner.

Tightline your upper lash line with a black eye pencil and lower lash line with a white eye pencil.

The final play is to pop up your lashes with a set of light lashes.
To understand how COVID 19, changed the perception of beauty and skincare in India, it is important to understand the behavior and beauty standards set in the 90s and 2000s. The skincare tips mostly referred to ways of lightening skin color and turning fair, the 90s saw the fair craze set between the women but soon the early 2000s engulfed men into the fair is a handsome concept too.

Many products were launched into the market that started to target fairness between the men audience like Emami, HUL, etc. Be it the gods and goddesses or the influence of Victorian society in India, long hair has been associated with women's beauty for decades now. The patriarchal perception of women with long hair as beautiful and desirable has pressurized women to grow their hair in India. Until 2010, all beauty tips and oiling regimes would enhance the dream of having long and thick black hair in India.

Bollywood played a major role in promoting an appropriate body shape and size. Many body slimming institutes took to the forefront during the 90s and wellness and body slimming became a major business model too. Slimming tea, slimming institutes, and many such products and services were dominating the market back then.

The commercials on TV and newspapers also glorified skin that was clear of marks and acne. The skincare tips focused on the consumption of products that would clear the blood so there wouldn't be acne or pimples on the face. Creams were introduced to lighten the scars or marks on the skin.

Hence, the overall perception of perfect and desirable women would be someone thin, fair with long hair and no marks or pimples or even fine lines on the face.
As social media made it easy for the world to connect and people gained exposure with a click of the button, the beauty tips for women and skincare tips for men started to change drastically. Slowly the Indian youth realized that the fair and perfect body concept is not a global concept or the appropriate way of seeing beauty. Many girls and women took to social media embracing the way they look and feel. Brands like Shopper’s Stop and Dove came up with creative campaigns breaking the stereotypes and appropriateness in beauty. Bollywood also started to portray women of different sizes, shapes, and colors as protagonists. Many Bollywood celebrities openly spoke about their skin tone and stood against body shaming. One of the most surprising news that took the media and beauty industry to storm in 2020 was when HUL decided to drop the term ‘Fair’ from the iconic ‘fair and lovely’ cream.

The ongoing pandemic followed by a series of lockdowns slowed the working of the world. Staying in the door gave people a lot of time to introspect and accept ‘what is different in everyone. The limelight shifted from Bollywood celebrities to OTT platforms where global content was available to watch and absorb.

As people view the pandemic as an avenge of mother nature the focus shifted from ‘what’s pretty on the outside’ to ‘let’s enhance what’s inside’. More than slimming and hiding scars the population started to work on their health by eating well and exercising regularly to stay fit and healthy.

Skincare routines turned to home hacks and natural products. The ‘apply what you eat’ became a common mindset as most of the stores and supplies were disrupted during the COVID 19 lockdown and pandemic. Hence videos on skincare tips and home hacks are popularized amongst the youth. The beauty in COVID 19 took a 360-degree turn in India. Makeup looks like the natural look, enhance the features instead of hiding scars and colorful eye makeup look have become famous amidst the pandemic. Many brands namely DOVE and Bhima Jewellery have launched campaigns that embrace the versatility and diversity in beauty. From #stopthebeautyttest by DOVE to the latest Bhima Jewellery campaign unraveling the transformation of a trans woman, the definition of beauty in COVID 19 and after the lockdown has surely changed in India.

ALSO READ

How To Do Hair Spa Treatment At Home?
COVID CARE

Wear a mask that covers the nose, mouth and chin
Wash your hand regularly
Go out only if very important
stay home stay safe
Maintain distance from each other
Exercise and boost your immunity
Take care of your mental health while in doors
Take plenty of fluids and eat healthy foods
Isolate if you have symptoms
Avoid touching the face with unwashed hands
Sanitize surfaces regularly at home
HOME REMEDIES FOR SYMPTOMS OF COVID 19

KADHA
Boil Water, add black pepper, clove cinnamon and ginger, wait until 2–3 boils till the mixture has reduced to half, strain and sip. You can also add basil and licorice. This Indian concoction is said to have anti viral properties. It is also effective to soothe cold and cough.

Add 10 drops of Eucalyptus Oil in Coconut Oil and massage it on your feet, legs and hands to get relief from body pain and stress.

DEEP BREATHING YOGA ASANA
Sit Comfortably, breathe in through your nose and count to 5, breathe out and count to 5.
Variation– Place your thumb on your right nostril and your ring finger on the left nostril. Close your right nostril with your thumb and inhale through your left nostril, slowly and deeply, until your lungs are full. Focus on your breathing. Next, release your thumb and close your left nostril with your ring finger
IKF IQ
GUESS THE TOP GAME

1. CINCHED WAIST TOP
2. LAYERED TOP
3. PEPLUM

1. TANK TOP
2. CHOKER TOP
3. CROP TOP

1. HIGH LOW TOP
2. ASYMMETRIC TOP
3. CAPE TOP

1. CROP TOP
2. BLOUSE
3. LACE TOP

1. WRAP TOP
2. TULIP TOP
3. TUNIC TOP

ANSWERS
Screen shot the maze, find your way out and tag the image @iknockfashionofficial
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