

A bridal creation in leather, velvet and georgette from the designer's A/W '13-14 collection

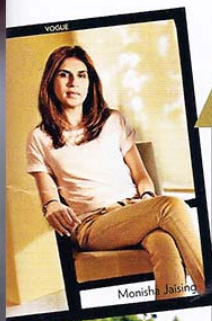


MONISHA JAISING

Her glamorous take on the kurta made its way into the Indian fashion vocabulary. Now, two decades after the launch of her label, Monisha Jaising is aiming to do the same with her bridal line, injecting traditional clothes with contemporary appeal



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As a young girl, Monisha Jaising would spend hours dressing her friends. Over the last two decades, she's expanded her reach to women from New York to New Delhi. "After retailing successfully from prominent boutiques across the globe, I hit the runway when fashion weeks in India came into being in the early 2000s," Jaising reminisces. In March 2013, she expanded her repertoire to introduce a bridal couture line with concept saris, lehengas, evening gowns, kurtis and sherwanis, with uniquely draped silhouettes and highlighted with fine embroidery.



► THE SIGNATURE

"Designing is more fun when there are no rules. It's about individual and personal style, mixing old with new, masculine with feminine, sport with glamour. I feel there is a whole new approach to bridal couture now," says Jaising, whose designs exude a character that is not defined by either local aesthetics or prevailing global trends,

► TROUSSEAU ESSENTIALS

An Indian bride needs to be prepared for any type of function, be it a pooja, festival or a wedding-related celebration. "Pack your trousseau with Kanchipurams, Benarasi silks, Patolas, Chanderies

► THE MONISHA JAISING BRIDE

Jaising designs for the confident and well-travelled bride. "I have always created for the young, sexy and modern woman, who is comfortable in her skin and not looking for external validation," she says.



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► GROOM ESSENTIALS

Jaising believes staying true to oneself is the mark of a healthy marriage. "I don't believe a couple has to coordinate their wardrobe. The way the bride manifests her individual style, I recommend the groom do the same." ■



Tel: 09820913298; Monishajaising.com