

# Anjalee & Arjun Kapoor Launch in East Shopping Centre London

One of India's leading couture brands, Anjalee & Arjun Kapoor, officially launched its flagship European store in London's East Shopping Centre on June 26th 2015, in partnership with Kahaani London. The launch which was attended by Feryal Khan from Sky's Desi Rascals and Anita Kaushik of MTV's Ex On The Beach, featured models showcasing couture from the Anjalee & Arjun Kapoor collection as well as makeovers from the AsiaGlam team, heading by Ruhena Begum.

In addition to dressing some of India's elite socialites, Anjalee & Arjun Kapoor regularly dress A-list Bollywood celebrities like Bipasha Basu, Anushka Sharma, Kangana Ranaut, Katrina Kaif, Hema Malini, Mallika Sherawat, Lara Dutta and a many more. With an evolved sense of style along with a rare richness, luxury and opulence prevails over everything they create. Their design headquarters in Noida, South Delhi reflects their tress chic design sense. Spread over 10,000 square feet, the studio wears a boudoir look, reminiscent of the France of the Renaissance and sizzles with creative energy, fastidiously carrying the luxury label forward.



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With other studios in Mumbai, and Hong Kong, Anjalee & Arjun Kapoor creations are a tribute to art, style, indulgence and

all things luxury, and are something of a fashion statement. Their design vocabulary achieves a unique alchemy of embellishment and colour in collections for both men and women. The swish of chiffon, the swirl of silk, the shine of brocade and the chutzpah of lace—their ensembles have all that it takes for a show-stopping collection. Delicate form meets flow to create a sensual and ethereal silhouette in all their collections that's comparable to a scintillating global aesthetics.

Anjalee & Arjun Kapoor are launching, in partnership with Kahaani London, in East Shopping Centre, 232-236 Green Street, London, E7 8LE.

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## **Aashni & Co presents A Summer Affair – Sat 20th June 2015**

Aashni + Co, the UK's leading, Indian high fashion, multi-brand store, will be hosting an exclusive, summer season extravaganza, A Summer Affair, taking place on Saturday 20th June, 11am – 6pm at Park Suite, The Dorchester, 53 Park Lane, Mayfair, London W1K 1QA. The unmissable exhibition/ trunk show will curate latest collections by some of the most sought after names in high fashion and accessories, namely Anushree Reddy, Rose Room Couture and Amishi luxury handbags and jewellery.

A self-taught designer and management graduate, Hyderabad-based Anushree Reddy made her debut at Lakme Fashion Week Summer/ Resort 2013. Her label stands out for its bursts of vivacious colours, glamour, and easy-to-wear garments. Her design philosophy lies in creating elaborate silhouettes

brewed with subtle prints and surprising embellishments. Having envisaged a label that creates breathtaking, feminine Indianwear with a hint of nawabi royalty, Anushree Reddy is fast becoming one of the most sought after new gen, Indian design talents. A Summer Affair will present Anushree's sumptuous, The Royal Courtyard collection – the first time it will be showcased and available for clients internationally after its recent success and plaudit at Lakme Fashion Week.

Rose Room Couture is the new, must-have luxury label, expressing new forms of elegance and presenting itself as modern classicism built on superior, sartorial content and creativity. Helmed by designers Isha and Namrata Rajpal and with celebrity fans of the label including singer Kanika Kapoor, the strong identity of Rose Room Couture lies in its super-feminine and fantastical style, breaking free from seriousness and old school traditions. The collection infuses modern day elegance with a powerful, feminine energy. The transparency of laces, embellishments, drapes and seductress leathers embody a fashion vision where everything is permitted.

Amishi, named after the designer herself, was founded with a passion to create iconic handbags and jewellery to be passed down generations. Amishi creates desirable pieces of luxury by observing nature and the world around her. She travels widely and sources her raw material from all over the world. There is special attention to craftsmanship and the finish is unparalleled. Amishi London jewels and clutch bags have been appreciated by celebrities and VIP's the world over such as Nicole Scherzinger and Royal Family fashionistas Princesses Eugenie and Beatrice.

Aashni + Co presents the most desirable edit in Indian high fashion. A concept store in the heart of London's Notting Hill, the store provides access to visionary designers of India for the UK market such as Anamika Khanna, Anushree Reddy, Arpita Mehta, Manish Malhotra, Sabyasachi, Varun Bahl

and many more.

For further information visit [www.aashniandco.com](http://www.aashniandco.com)

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## **The sari is at the heart of Soltee's Collection**

Stalwart of India's high fashion landscape, celebrated couture designer, Sulakshana Monga, unveiled her Autumn/Winter 2015 collection from her sought after label, Soltee by Sulakshana Monga on Thursday 28th May at Edgbaston Stadium, Birmingham. Sulakshana's lauded designs transcend the boundaries of seasonal trends in favour of an experimentation with aesthetics – masterpieces sought after by Indian fashion influencers and tastemakers across the globe. High profile clients include Bollywood actresses Deepika Padukone, Ileana D'Cruz and Sunny Leone, to name a few. Sulakshana Monga presented the collection for the very first time in the UK after its recent success at Amazon India Fashion Week, with the sari placed at the heart of her AW 2015 offering.

Hosted by radio/ TV presenter and blogger, Anushka Arora, guests at the preview event were indulged with an evening of sumptuous Indian couture, perfectly complimented by canapés and hospitality courtesy of Sanjay Foods. Speaking at the event, Sulakshana Monga said, "I'm overwhelmed by the amazing response the collection has had today. We had a phenomenal response when we presented the collection in India recently and to see the same reaction here is wonderful. The collection, we feel, defines style and elegance. The beauty of it is that there are colours, prints and silhouettes to suit all shapes and sizes."

Said Khadijha Tai, Co-Founder, Soltee UK, “We are grateful for all the support we’ve received that helped make the night a success. We are thankful to all our customers for putting their trust in us and it was great to see the excitement of our clients over the new collection. We are delighted to have hosted an evening where design and detail was appreciated.”



Sulakshana has been the recipient of coveted accolades including the Shama Prasad Mukherjee Award in the field of Art (2015) and the Bharat Gaurav Award (2014). She is one of the most publicised designers to partake in Amazon India Fashion Week and previously at Wills Lifestyle India Fashion Week; India Couture Week; and Lakme Fashion Week.

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# The sari makes a comeback at the AWA Awards

The sari made something of a comeback at the Asian Women of Achievement Awards which took place at the Hilton Hotel, London, on Tuesday 19th May 2015. Having fallen out of favour in recent years, the lengthening hemlines on the traditional salwar kameez saw several women going back to the ubiquitous sari. The word sari is derived from Sanskrit sari and literally means 'strip of cloth'. Its origin can be traced back to the Indus Valley Civilization, which flourished during 2800–1800 BC around the western part of the Indian subcontinent and can be worn in up to 80 different ways – the most common being the Nivi style with the pallau draped across the left shoulder. TOWIE star Jasmin Walia chose to wear a canary yellow silk sari in a dhoti style, accessorizing with matching shoes. Anita Goyal, one of the 'Asian Power Couples To Watch in 2015' was understated in an elegant brown and black chiffon sari worn with sleeveless embroidered choli (blouse).

The Asian Women of Achievement Awards (AWA) this year celebrated their sixteenth anniversary at a dinner in the presence of HRH The Duchess of Gloucester, Patron HRH Princess Badiya bint El Hassan, The Rt Hon Theresa May MP, The Rt Hon Hilary Benn MP, Tasmina Ahmed-Sheikh MP, Miriam Gonzalez Durantez, author Elif Shafak, TOWIE star Jazmine Walia, Lord Kamlesh Patel and Baroness Patricia Scotland. The awards, founded by Pinky Lilani OBE DL, are an annual celebration of the contributions that individual Asian women have made in Britain, both professionally and in their communities, and the applicants this year were as impressive as they were diverse.