

Adwita - Season 2 at Le Meridien 15/3/14

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An ethnic invasion

Banjaras - the ethnic store - celebrated their 22nd anniversary by launching a new Holi collection. The collection - Alaya - was launched with a fashion show titled 'Adwita - Redefining 'The Ramp''. The evening saw women achievers walking the ramp for three different sequences with a surprise element of kids fashion getting its own sequence.

The event started with a good chat over wine and finger foods as the guests and die-hard Banjaras fans met and discussed their love for ethnic wear. There was a 15-minute short film on the making of a garment which followed its journey from the beginning in the weaver's handloom to the store. The guests got a glimpse of all the hard work Neeta Deshpande and her team puts in to bring each garment to the store.

Following the screening of the short film, the first sequence unfolded on the ramp. The ladies walked the ramp in beautiful sarrees teamed with chic blouses. This was followed by a dance by six kids who also walked the ramp wearing Banjaras ensembles. The third sequence included ghagra-cholis and kurta-pyjamas teamed with vibrant dupattas. "The dupatta is our USP. We have clients who come to us with a dupatta they purchased 10 to 12 years ago and team it with a new kurta or ghagra. I believe that a dupatta can never go out of vogue as it is a very versatile garment," said Deshpande as she talked about the garment.

The last sequence was a bit of a surprise as the ladies sashayed down the ramp wearing cocktail dresses, tunics, trousers, and dresses made from the ethnic weaves of Banjaras.

Talking about the idea behind the show, Deshpande said, "The fashion show was our way of showing our urban clientele that the style and fashion they see on ramp can also be wearable fashion. All our garments are practical clothes through which we are striving to help the hand looms survive."

- SHALAKA NALAWADE

