

NEW LAUNCHES

"A stunningly visual view of the evolution of style in India from Harappa to the 21 st century"



LUXURY BRANDS NEW LAUNCHES

A Fizzy surprise in Bangalore's Orion Mall

WEDDING FASHION/NEW LAUNCHES NEWS

'Utpala' Summer Collection by Mrunalini Rao's

NEW LAUNCHES MEN NEWS

New Commando Frogman from Luminox

NEW LAUNCHES

EMERGE LIKE SUNSHINE from LOOM TREE

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'GIANT HUBS' on HISTORY TV

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Gordon, Gino & Fred's Road Trip on FYI TV18

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STYLE OF INDIA, By Geeta Khanna

Well-known for her endeavor to preserve and promote the unique arts, crafts and heritage of India, Geeta Khanna in association with her company Hirunchi Styling, and Hachette India, launched her coffee table book Style of India at the French Embassy, New Delhi.



The coffee book brings together over 300 stunning visuals from archival material and gorgeous recreations of drapes and accessories over centuries and accompanied by perceptive essays spanning the gamut of Indian design and style through the ages, this is unique collectible for the design aficionado. Style of India weaves a compelling chronicle from pre-history and the Harappan civilization to the era of Hindi cinema and contemporary Indian fashion to relate the glorious story of Indian style.

The book launch was graced by Sunil Sethi, president, FDCI, anchor Fatima Karan, leading fashion photographer, Tarun Khadwal, Priya Paul, Bina Ramani, designers Muzaffar Ali & Meera Ali, Ambassador of France to India, Alexandre Ziegler, Mrs. Veronique Ziegler and Mr. Aman Nath amongst others. The author examines a myriad of topics from the influence of mythology-based art, natya Shastra, the early echoes of style in the Rig Veda to the drapes and accessories of the Harappan civilization. The book traces the influence of India's styles, drapes and colours on the famous fashion houses in the world. The impact of Hindi cinema on our fashion zeitgeist has been assimilated, transference that has shaped style and design within the country and beyond.



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Weaving seamlessly into the story, the coffee-book connects India and the great houses of design across the world – Chanel, Jean Paul Gaultier, Louis Vuitton, Hermès, to name a few. Looks at warrior queen Razia Sultan as possibly the first androgynous dresser in our history. The emergence of Indian fashion designers and the preservation of India's heritage – Martand Singh, Sally Holkar, Asha Sarabhai and Umang Hutheesing. Also profiles the revolutionary fashion couturiers such as Ritu Kumar, Tarun Tahiliani, Manish Arora, Rajesh Pratap Singh, Shahab Durazi, Anamika Khanna, Abu Jani – Sandeep Khosla, Abraham & Thakore.



Style of India is a spectacular volume that traverses an impressive breadth of history, offering a panoramic view of the defining moments – the cultural factors, historical compulsions, and mystical concepts – that have intersected over time and propelled the evolution of style in the country over millennia. A sumptuous work drawing on immense research, this volume is a remarkable view of the evolution of style in India – an ambitious and instant magnum opus that will

change the way that we look at dress and fashion in the subcontinent.' – Dr. Amin Jaffer. A must-have for fashion connoisseurs and collectors alike, this coffee book is a testament to the antiquity of India's design tradition. An unforgettable pictorial journey through the history of style in India in a full colour deluxe collectible edition, with 500 stunning images from archival material and gorgeous recreated shoots.

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Published by Hachette India in high-gloss paper with aqueous coating, hardback 10.86 in. x 13 in. with an optional box, the book is priced at Rs. 8,500. Releases Fall of 2016, the coffee book will be available at bookstores across the country.