

GRADUATION PROJECT
OUTHOUSE JEWELLERY



A. SALONI KEDIA
2018 – 2022

Submitted in partial fulfillment for the award of the
Degree of Bachelor of Design in Fashion Communication

फैशन संचार वभाग

DEPARTMENT OF FASHION COMMUNICATION

राष्ट्रीय फैशन प्रौद्योगिकी संस्थान, चेन्नई

NATIONAL INSTITUTE OF FASHION TECHNOLOGY



Lens - 85 mm | f1.8 | ISO - 200 | 1/125 sec

W Week



22

Lens - 85 mm | f1.8 | ISO - 800 | 1/125 sec





Lens - 100mm | f 4.5 | ISO - 200 | 1/250 sec

Lakme Fashion Week x Outhouse Jewellery

Introduction

Lakme Fashion Week is a bi annual fashion event which has been a turning point for the way Fashion is perceived in India. Lakme Fashion Week (LFW) has earned renown as one of India's most prestigious fashion shows that takes place twice a year, with the Summer/Resort show in the early months of the year, and the Winter/Festive show in August. Run through a collaborative effort between cosmetic brand Lakme and MG Reliance Ltd, which has made a name for itself in fashion, and entertainment marketing and management, the fashion show was conceived to allow Indian fashion to gain a foothold in the global fashion scene.

LFW began as Lakmé India Fashion Week (LIFW) in 1999 through a partnership between Fashion Design Council of India (FDCI) and IMG. Lakme was the main sponsor for the show that was held in Delhi up to 2005. The designers for the first show included Monisha Jaising, Ritu Kumar, Rohit Bal, Tarn Tahiliani and others. After Lakmé's contract with FDCI could not be renewed, there was a split, and LFW moved to Mumbai in 2006 while India Fashion Week continued in Delhi. LFW's Gen Next programme has launched a number of prominent designers such as Masaba Gupta and Nachiket Barve. 235 designers have shown their work in the past 21 seasons of LFW. The Emerging Designers category of the event is another platform for new designers.

They provide the participating designers with a huge opportunity to showcase their designs to the rest of the world at a platform where there are no distinctions between two brands of different scales. Taking place in Delhi this year, the Lakme Fashion Week displayed a wide range of designers who brought a wide variety of newness to the table.

A significant part of this showcase, Outhouse Jewellery participated and showcased as the Atelier opening Show with a punch of high scale energy and unconventional jewellery creation through-OH Dopamine. This was the second showcase by the brand at the Lakme Fashion Week where they marked their comeback with a completely different yet relevant collection that perfectly syncs well with the thought process of the younger generations and acts as a striking base for defining a new side of the brand.

About the Collection

.OH DOPAMINE.

Celebrating Self-Expression and Nostalgia as they collide in a euphoric way!

Kaabia and Sasha find little joys in nostalgic moments from their childhood by delving into the vibrant spirit of the 2000's, from an idyllic escape into the world of fantasies to an eclectic sense of being one's unapologetic self.

Outhouse revels in the glamorous and passionate side of self expression through OH Dopamine, evoking an increased feeling of boldness with reinvented modernism.

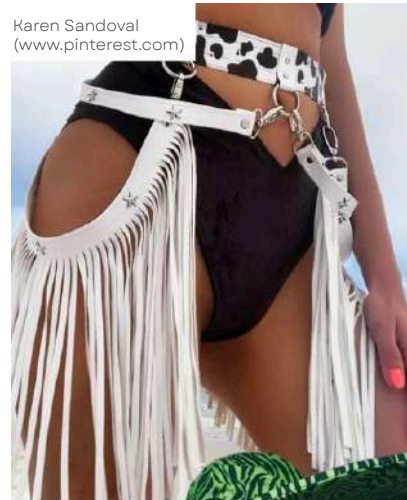
“Encapsulating the very essence of the Y2K era, the collection brings forth a deeply rooted sense of nostalgia with a classic re-curation that takes us on a trip down the memory lane, evoking a powerful feeling of joyful glamour and self-expression,” say Kaabia & Sasha.

WGSN Trends Identified

1. Joyful Expression

Driven by Gen-Z, there is an influx of joyful expression and statement motifs.

The pandemic period served as a space for introspection, reigniting a personal spark of self-expression for many, also offering a sense of optimism that fueled the fascination for positivity and hope.



Karen Sandoval
(www.pinterest.com)



Print Trends 2022
(www.buzzfeed.com)



FE Clothing Jumpsuit
(www.pinterest.com)



#Never Forget
(www.eonline.com)



Balenciaga Fall 2019
(www.theimpression.com)

2. Fantasy Cowgirl

This is an edgy style characterised by rebellious personalities who are powerful and audacious.

It is a glamorous approach to dark colors, rhinestones, glitter, prints, plaid, leather, band tees, denim jeans, black boots, chokers, and unique hairstyles that went against the colourful and preppy looks of the time.

.OH DOPAMINE – JEWELLERY.

OH Dopamine is disruptive to its wild heart, bursting with a mood-boosting mélange of colours that strongly resonate with the brand. OH Dopamine is the most filterless representation of one's self, shining with ebullience and accents of grunge edginess.

OH Dopamine encapsulates joyous expression, similar to the high before departing for a vacation. The jewellery revives a period immersed in pleasure & fulfilment. The collection emphasises on statement neck pieces, brooches, and rings, with medleys of colourful beads, resin, seed beads, raffia, and even enamel.

Wearable art becomes progressive through true self-expression, and the collection has a comparable, much more sensual tone running through it. The items are an interplay of silver plating combined with matt silver, crystals, and rhinestones, echoing the collection's strong voice. The edginess of jewelled thongs, waist chains, sunglasses, and even jewelled harnesses combine with raffia, fringes, and an unrepentant attitude to create an erotic, passionate vibe.

The Pieces are sensual yet sporty, with elaborate decorations in crystals, silver, rhinestones, pearls, beads, bright enamel, feathers, and fringes that harken back to the past.





OH DOPAMINE – BAGS.

The bags of OH Dopamine convey the lively and vivid moments of time with metallic undertones and a strong sense of personality.

Exuberant crystals mingle with raffia and Peta-certified Vegan leather in a nod to the 2000s, as excellent craftsmanship finds joy in all the right spirits.

The new OH DNA print introduces a new unmistakable identity for the brand in different colorways.. The opus wears the magnificent monogram of the company in unique forms producing waves of statements, with changeable belts that define the bags with a utilitarian design.

The Eclipse bag is reminiscent of a half moon and adorns itself with golden monograms of the brand's name, drawing inspiration from the days Kaabia and Sasha would be dancing the night away. Outhouse explores the iconic Petite Disco silhouette intertwined with the new OH DNA Print, a quintessence of the House's edition of the Y2K era, in addition to metallic miniatures. The handbags echo the exuberance Kaabia & Saasha always resonated with and surely gives away exactly what they feel through OH Dopamine, with new hand strap clutches that pop and motley of colours.



MOOD BOOSTING COLOURS

A: Wild Rose	E: Verdigris
A: Luscious Red	F: Tranquil Blue
G: Pensive Gold	G: Jacaranda Flower
D: Satin Sky	



CHAINS



BEADS

SPORTY



COLOURFUL ENAMEL

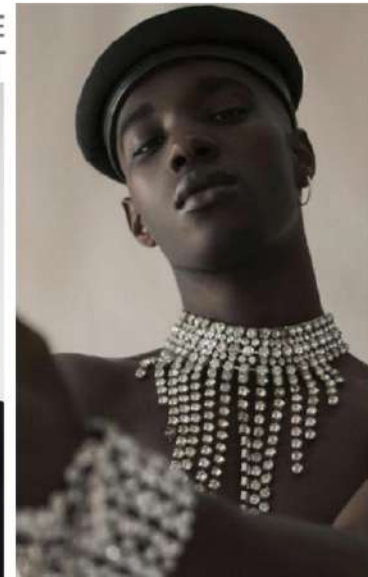
HARDWARE



@frederick.grove



EXTREME EMBELLISHMENT



MONOGRAMMING



E: Optic White

PEARLS

OH MAN moodboard
via Outhouse Jewellery

.OH DOPAMINE – OH MAN.

Introducing the Sensational OH MAN

With the OH Man, Outhouse delivers a spirit of dynamic and debonair quintessence to a world driven by the art of self expression. OH Dopamine combines industrial luxe with soulful details, a vibrant interplay of varied materials and a subtle rawness.

The collection, which includes iconic pocket bags with the five-petaled Poppi monogram and a robot mascot, combines nostalgic tastes with a future viewpoint. To celebrate the man of today, a strong and sleek amalgam of hardware melds itself into various themes and utilitarian leather pieces to celebrate maximal minimalism in its totality.

OH Dopamine makes a huge resurgence in lavish designs that evoke the unforgettable imprint of the House's early years, elegantly combining it with the House's signature monogram- a testament to Outhouse's progressive path.

My Lakme Experience

It all started with creating save the dates and invitations for the brand's distinguished guests. In rounds 1 and 2, I documented the fittings and learned what goes on behind the scenes in the staging of such a large and important event. This means going backstage at perhaps the biggest fashion show in the country and gaining invaluable knowledge and tidbits that would help me advance to the next level. Seeing everything go from dust to gold, as well as many failures and everything in between, in order to put on one successful show, provided me a lot of insight into the industry.

During the development of the OH dopamine campaign, I had the opportunity to photograph several spectacular scenes. The long nights, multiple shifts, dedication, hard labour, and drive, all helped me capture the soul of craftsmanship in videos and photographs. I was also fortunate enough to have their cooperation and insider information, for which I am grateful.

The photography of hair and makeup significantly changed my perspective and helped me realise how critical it is to draw attention to jewellery. I was also given intimate tips on how to modify the overall look with cosmetics and hair. The backstage photos, on the other hand, were the most eye-opening. The images captured the atmosphere and the hurry and heightened the mood and the vibe present.

In addition to all of this, I had the opportunity to meet and work with notable industry figures such as Gopalika Virmani, Anu Ahuja, Daniel Franklin, and Nishant. I'm at a loss for words to express how glad I am to have had my first Lakmé Fashion Week experience with these industry outcasts.

I also made a short film about the whole process, capturing the highs and lows, the unexpected surprises that were thrown our way, and everything else in between. This is the climax of my entire journey, and it represents the surroundings, the difficulties, the perseverance, and finally the triumph.



.OH DOPAMINE - VISUAL CAMPAIGN.

Save The Date

My very first contribution to this project was creating save the dates and invitations for the brand's distinguished guests. My brief was to explore and experiment with the design and to come up with something the brand has never done before!

I had to keep in mind the keywords discussed during the initial brainstorming and also experiment with dopamine inducing brights and nostalgic elements to match with the inspiration behind the set design - a race track.

Keywords for the campaign included:

Young, Y2K, **Modern**, Cool, Self-expression, Sexy, Glitch, Progressive, **Strong**, **Futuristic**, Unapologetic, Rebel, Energetic, Dopamine, **Statement**, **Sporty**, **Vibrant**, Nostalgia, Rush

Final Element for the overarching theme: **A track field stopwatch/timer**

Type: KREDIT (Regular)

Color: Dopamine inducing vibrant green

Graphic Element: An abstract shape to denote a never ending track across the screen

Output: A 10-15 seconds animation of a timer produced on Figma

Exploration

Typography

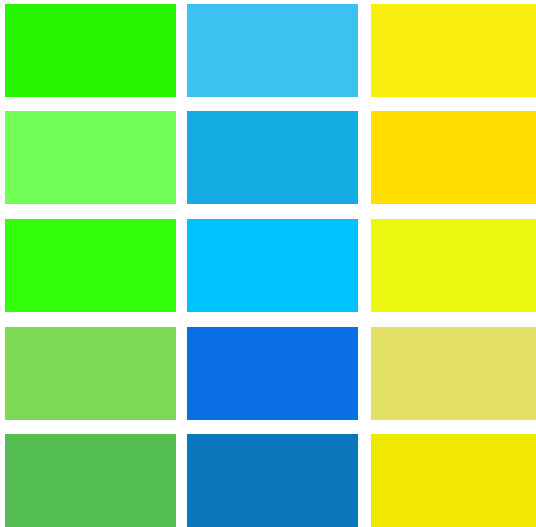
EUPHORIA
EUPHORIA
EUPHORIA
EUPHORIA

EUPHORIA
EUPHORIA
EUPHORIA

DOPAMINE
DOPAMINE
DOPAMINE

DOPAMINE
DOPAMINE
DOPAMINE

Color Palette



#34FF0d (digital)
#54be53 (print)

#00c2ff (digital)
#0a76bb (print)

#edf812 (accent)

#000000

#FFFFFF

Exploration

SAVE THE DATE SAVE THE DATE SAVE THE DATE SAVE THE DATE

23. 04. 22

OUTHOUSE DOPAMINE OUTHOUSE DOPAMINE

23. 04. 22

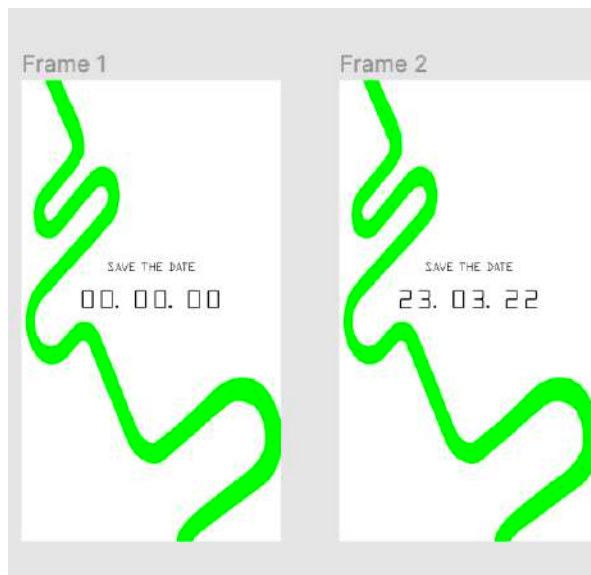
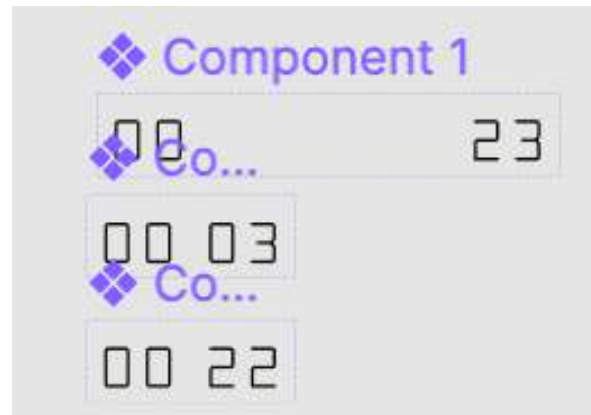
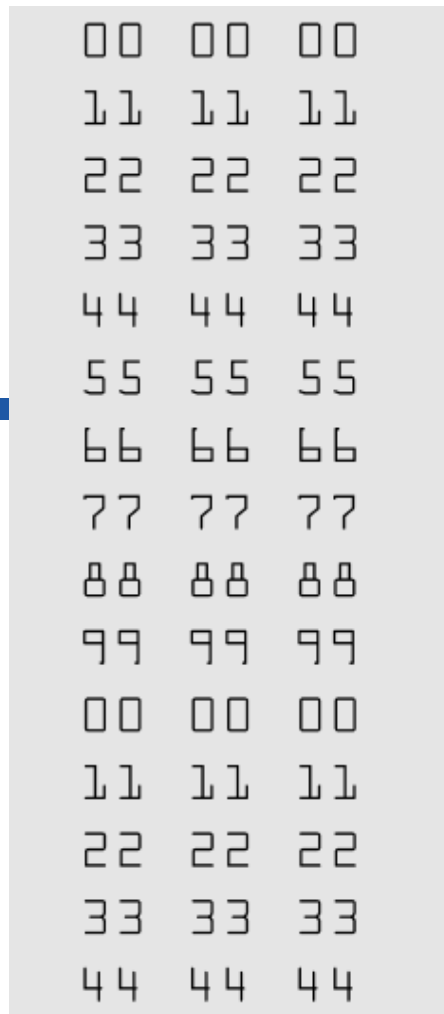
SAVE THE DATE SAVE THE DATE SAVE THE DATE

SAVE THE DATE

23. 04. 22

Final Animation Process

The animation begins with 00.00.00 just like a track field timer and the numbers roll to form 23.04.22 to denote the date of the event. This is followed by further details of the event to help with the RSVP process!



.OH DOPAMINE - INVITE.

PHYSICAL INVITE

My second contribution to this project was to ideate with the team about physical invitation ideas for the brand's distinguished guests. The brief was to come up with something that is minimal and inexpensive but portrays the right message about the show and the concept.

I had to keep in mind the keywords discussed during the initial brainstorming and also stick to the visual elements as worked upon for the save the date. Nostalgia and unapologetic were stressed as the main keywords for this project.

Keywords for the campaign included:

Young, Y2K, Modern, Cool, Self-expression, Sexy, Glitch, Progressive, **Strong**, Futuristic, **Unapologetic**, Rebel, Energetic, **Dopamine**, Statement, Sporty, Vibrant, **Nostalgia**, Rush

Final Element for the overarching theme: **A nostalgic hit of a postcard and calendar invite**

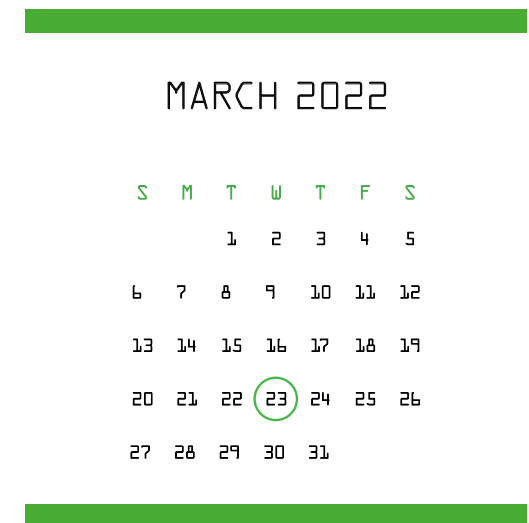
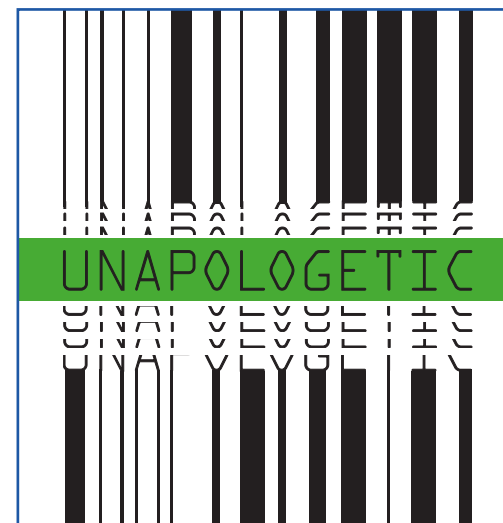
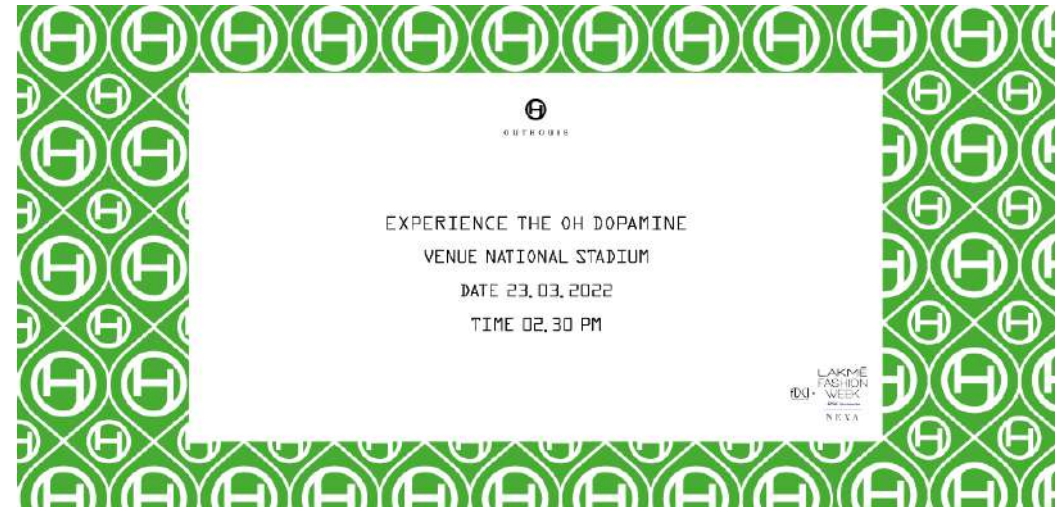
Type: KREDIT (Regular)

Color: Dopamine inducing vibrant green

Graphic Element: The new iconic OH DNA print to be the hero to create anticipation for the guests.

Output: A silver packaging, an unapologetic sticker, a postcard and a mini calendar all tied with an OH tag.

Final Invite



Craftsmanship - Making of the collection

To have the opportunity to document what goes behind making a successful collection has been a great learning experience. To be amidst a huge number of craftsmen putting their hearts and souls into getting this collection done on time was exhilarating! I was briefed to document the making of this collection and some hero motifs that are introduced with OH Dopamine.

I wasn't just making short videos or taking pictures. Every shot came with deeper understanding of the product and the work that is put into each piece. To capture the true essence of skill and mastery was made easy by their accommodating nature and cooperation.

Equipment & Lighting

Factory Lights - Continuous white light (high voltage)

Camera - Canon 200D Mark II

Lens - Canon 100mm Macro f2.8,

18-55 mm prime lens

21-105 mm wide angle

Process followed

Research and Understanding of collection

Factory Visit - to set technical boundaries

Video and Imagery Referencing, boards

Angle and White balance study - jewellery

Shoot and Image treatment, manipulation



The secret to luxury
(www.iguzzini.com)



Craftsmanship
(www.shangri-la-heritage.com)



Our Craftsmanship
(www.halotopia.com)



Handmade jewellery
(Van Der Veken)



Summit 2019
(www.bocadolobo.com)



Italian Craftsmanship
(www.vicenzaoro.com)



Craftsmen
(www.lebrusanstudio.com)

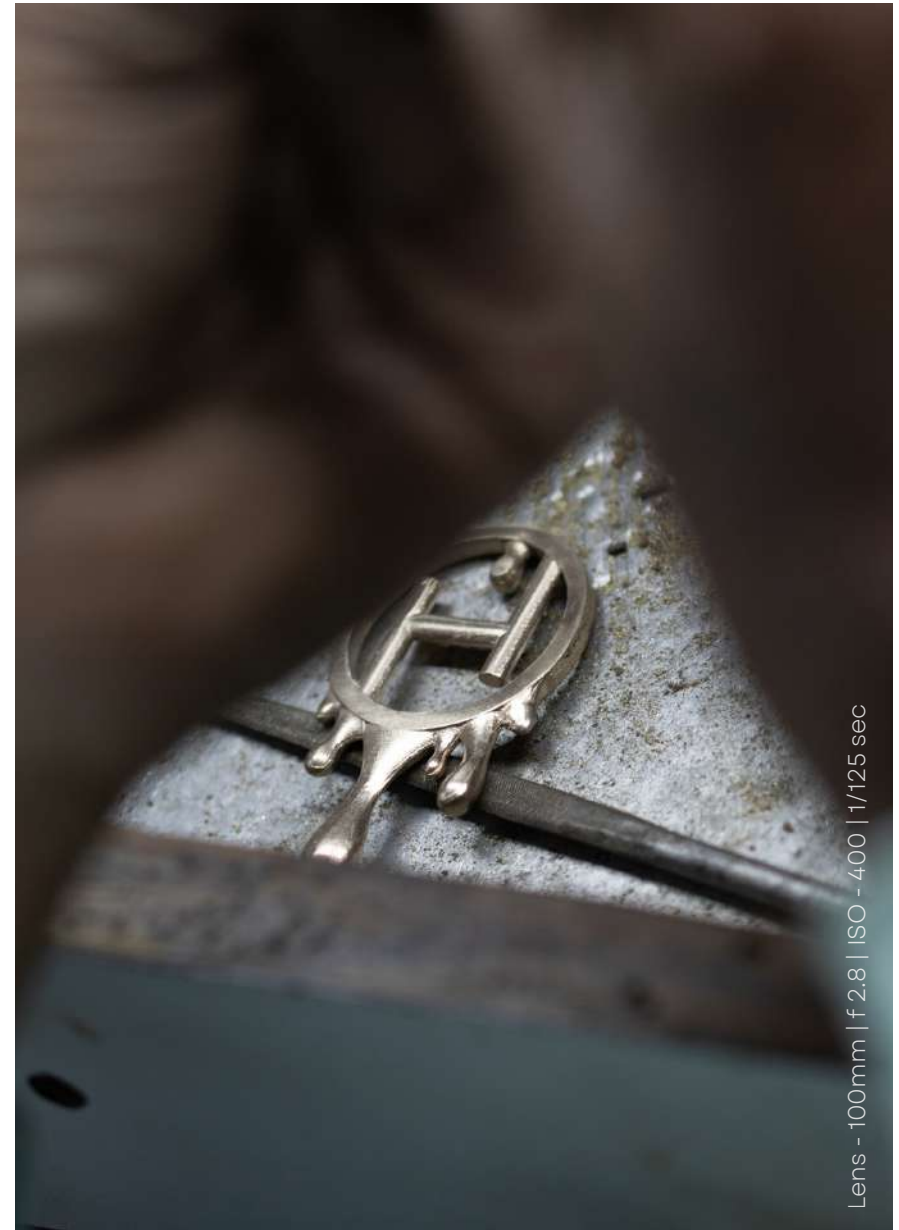
















Fittings - Lakme Fashion Week (Day 1,2)

Fittings are days when designers get to see their garments/ creations on the selected pool of models in general. In reality, there are many more events that go on that most people are unaware of.

With Lakme Fashion Week right around the corner, fittings called for a lot of last minute tweaks and even change in models as Kaabia and Sasha first saw their new collection worn by the pool models.

There was always a flurry of activity inside the venue, with all the designers and models huddled in groups for final fittings.

I witnessed an incomparable duo put their hearts into the show until the very last second. The head stylist, Daniel Franklin, and the show director & choreographer Anu Ahuja analysed each and every outfit, accessory and final look before it made it to the final premiere on stage.

There was always a distinct sense of anticipation in the air. A tweak here, a tuck there; a broken chain here, a bodice tightening there!

I could first handedly experience both the days of fittings and see some of the hard labour that goes into putting up a huge fashion show! It was the most exciting and exhausting-few days, and I definitely would want to experience this rush again!







Source: Fabrizio R
(www.pinterest.com)



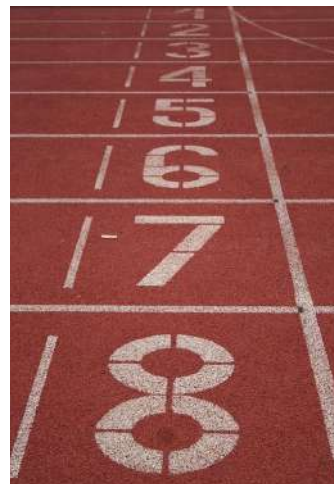
Source: @janke
(www.unsplash.com)



The-Book-Design
(www.tumblr.com)



FE Clothing Jumpsuit
(www.pinterest.com)



Track Running sport
(www.pixabay.com)



FE Clothing Jumpsuit
(www.pinterest.com)



The Perfect moments
(www.cinra.net)

.OH DOPAMINE - SET DESIGN.

Concept

The sound of the gunshot before a race rings loud in your ears. A strong voice in your head echoes the words 'This race is mine' and you ride high on that sense of unrivalled power. This unmatched feeling is expressed by OH Dopamine.

A portrayal of being unapologetically yourself, dopamine comes alive in those small moments where one celebrates their constant rush and power.

For the show, we wanted to create and share a moment which instils a deeply euphoric state of mind. Kaabia & Sasha have truly enjoyed their years being involved in running as a sport, and through this set they wanted everyone to feel the Dopamine that is released when they take their very first stride. Outhouse welcomed one and all to experience this Dopamine Rush!

Inspiration Note (By Kaabia & Sasha)

OH Dopamine is an incredibly special rendition of the rush one feels right before the start of a race. The set exhales immense amounts of athletic energy, an inspiration from our athletic days. Kaabia and I were short distance runners and we wanted to really make everyone experience the adrenaline that one feels on the track.

Through the show, we wanted everyone to experience this feeling, when dopamine is released as you take your very first stride. The designs, the set and the energy of our space is clean, sharp and high on sporty grunge with a burst of upbeat colors. This has been a huge part of our story which also laid the foundation for our new collection.

Love, Kaabia & Sasha

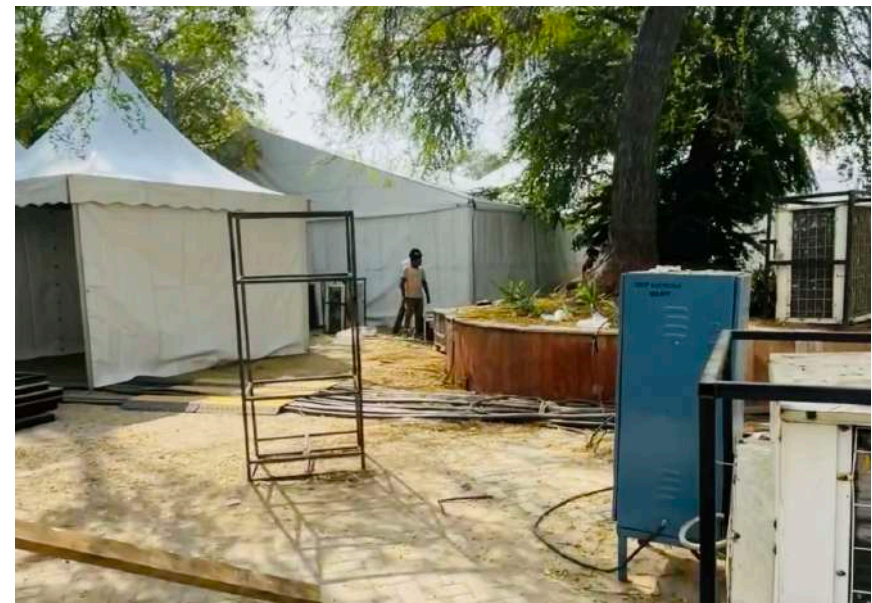
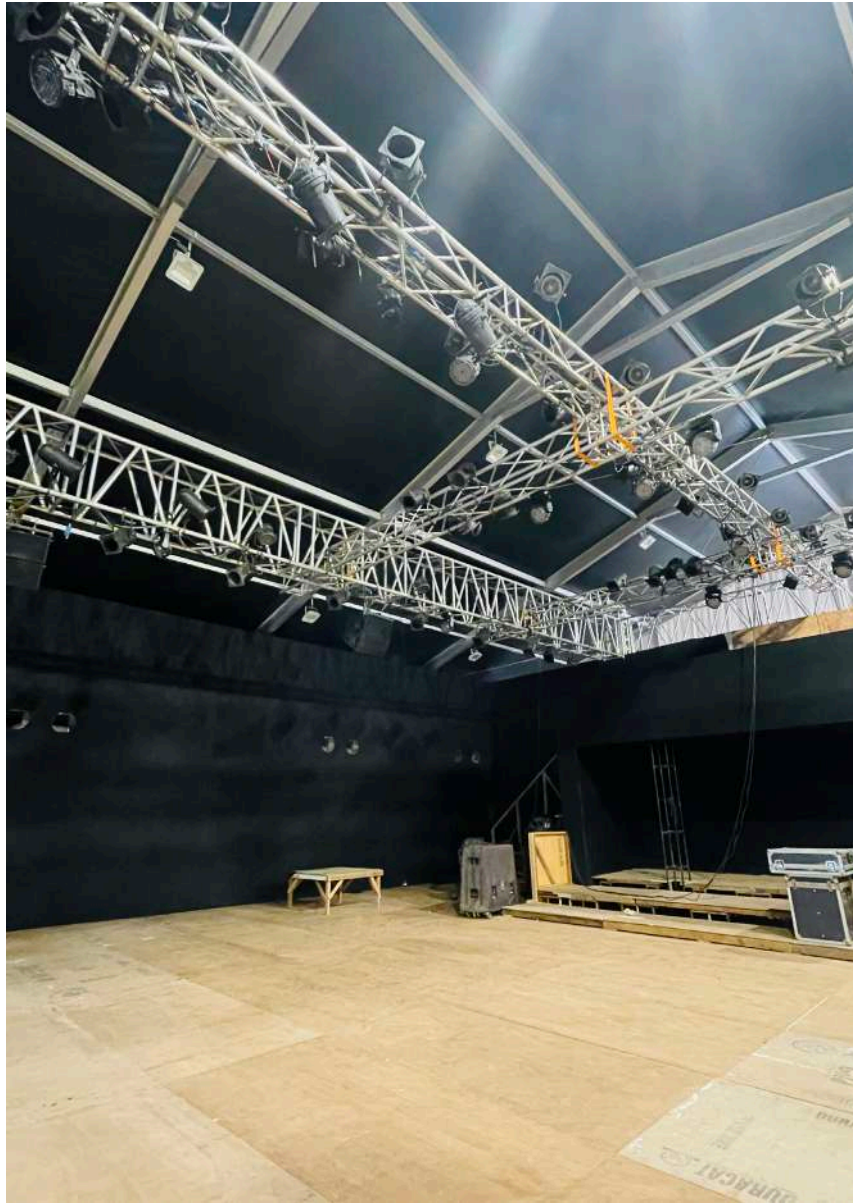
The Venue

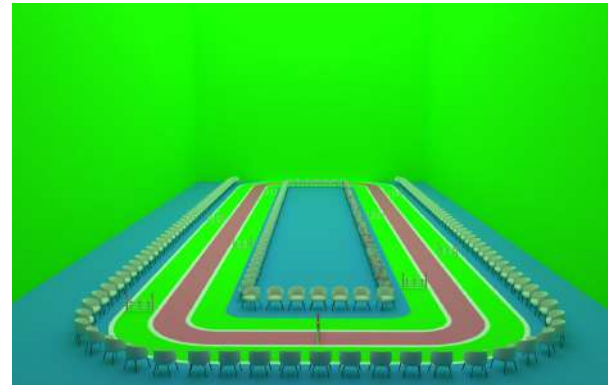
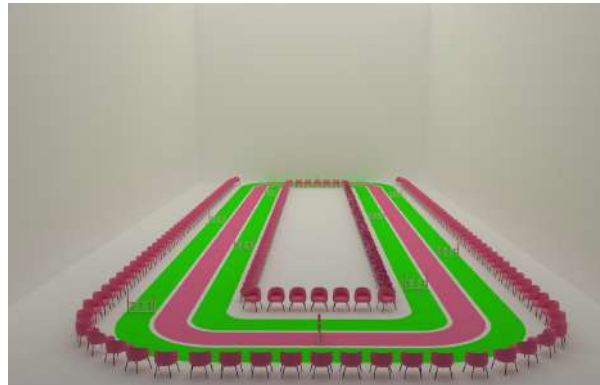
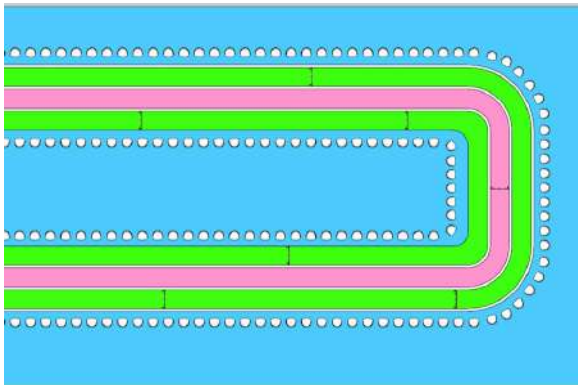
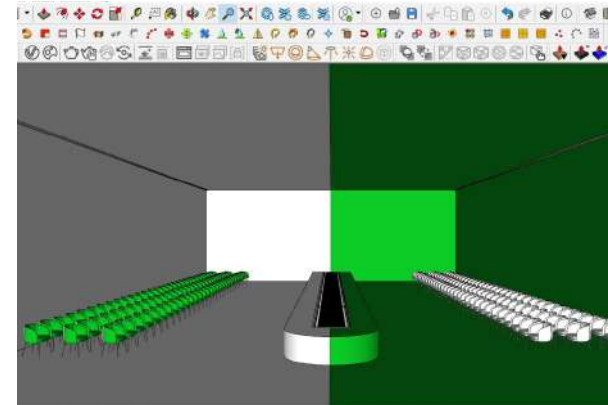
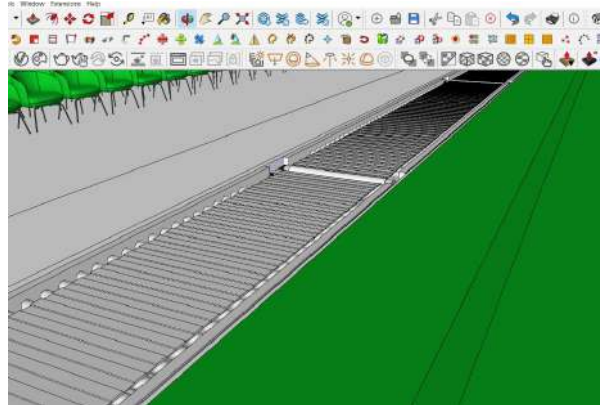
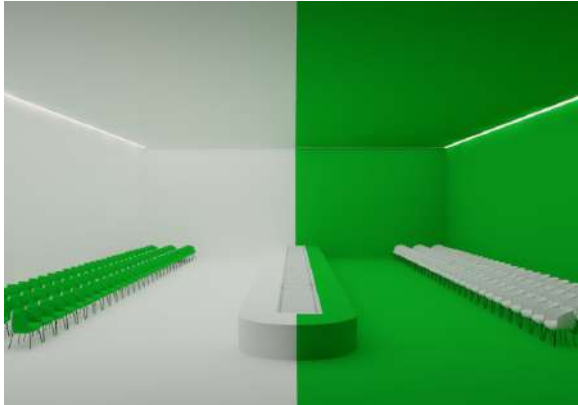
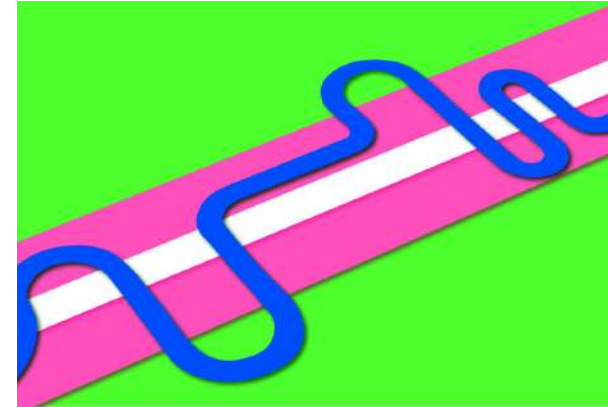
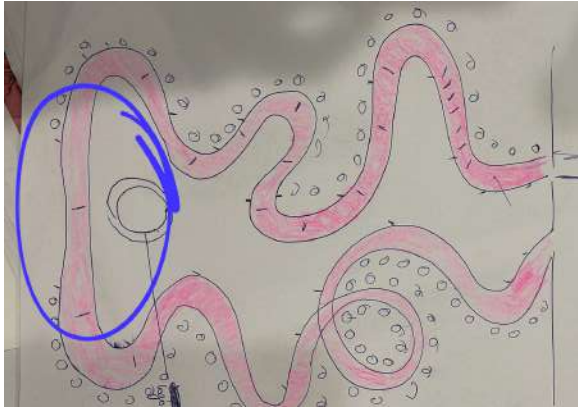
The event took place in the Major Dhyan Chand National Stadium in Delhi, which is named after the great hockey player Dhyan Chand. The stadium, which has a seating capacity of 16200 people, is spread out over 17,500 square metres of the 37-acre (150,000 m²) complex.

It contains three synthetic pitches, two of which meet international standards and the third which is used for practice. It is close to the headquarters of the Indian Coast Guard. It hosted the Asian Games for the first time in 1951.

To walk into the stadium on the day of the show was a breathtaking experience! Everything around seemed to happen so quickly! To switch between tasks so frequently and to perform multiple duties and responsibilities simultaneously was a major challenge for me.

The entire space was divided into multiple sets with different shows happening at once.. Outhouse had the privilege to be the opening show at the atelier space front so all the eyes were on us!





Ideation & Conceptualisation

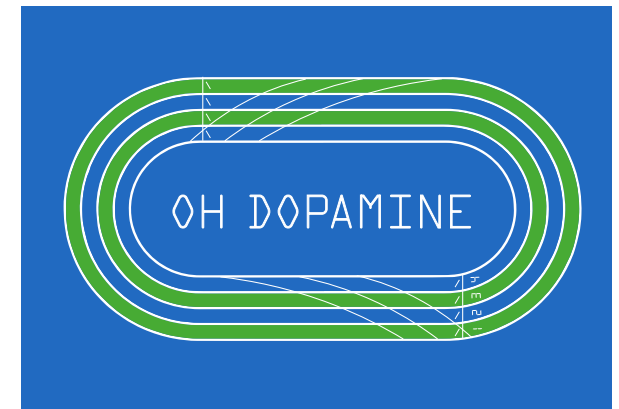
The first task assigned was to ideate and conceptualise runway themes for the show. With Gopalika, Kaabia, Sasha and the rest of the team, the key goal was to validate the runway layout as well as the seating plan. Different ideas were presented, and we had to rely on observation & experimentation to determine the design's suitability.

The **original concept** was for a runway with multiple curves and seating all around the bends.. The **Shanghai bridge** provided inspiration for the structure and colours. Due to its impracticality, it was cancelled.

The **second concept** was to divide the entire space in **two solid colors** and add a **moving conveyor belt** in the middle. The solid color theme was inspired by Valentino's all pink show. Due to high production costs and technical restraints, the concept was scrapped.

The **third concept** was to cling to the collection's original inspiration and build the entire set around it - a **race track**. The concept was considered, however it was subject to revisions and further improvisation.

The **final layout** was an improvised version of the third concept, with softened corners to make the track flowing. Track markings in white were added to the layout with **mini hurdles** being the final addition. To my surprise, the one thing that I required guidance was the seating plan since it was an extremely large audience and we couldn't play around too much with the layout due to technical restraints & practical possibilities.



Chairs and Props

It was not easy to decide which seats and props to utilise. The chairs that were picked had to meet a number of criteria, including being stylish and classy while still being affordable, robust, and conveniently stackable and foldable. It also didn't have to be wholly distinct from the surroundings; it just had to blend in. We were able to narrow it down to three alternatives after several discussions with the team, and after additional deliberations, we opted on a white matte plastic clad folding chair. We also added some ottoman cubes for the inner side of the track.

In order to delineate the ramp, signs had to be installed to alert people to the bifurcation. To highlight the above said, the team chose yellow hurdles to add a pop! These hurdles created the right outline while also adding to the venue's elegance.

Colors

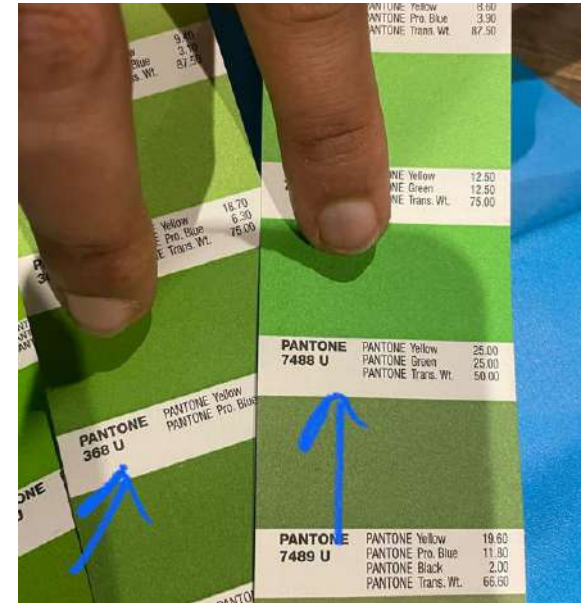
Colors were a hot topic of conversation. The colours were intended to look nice in all lighting conditions, including dark, dim, and bright. The models' clothes and jewellery were also taken into consideration when choosing colours. This prompted a lively debate and revealed a plethora of colour alternatives. We ultimately chose blue and green since they were vibrant and complemented the jewellery.

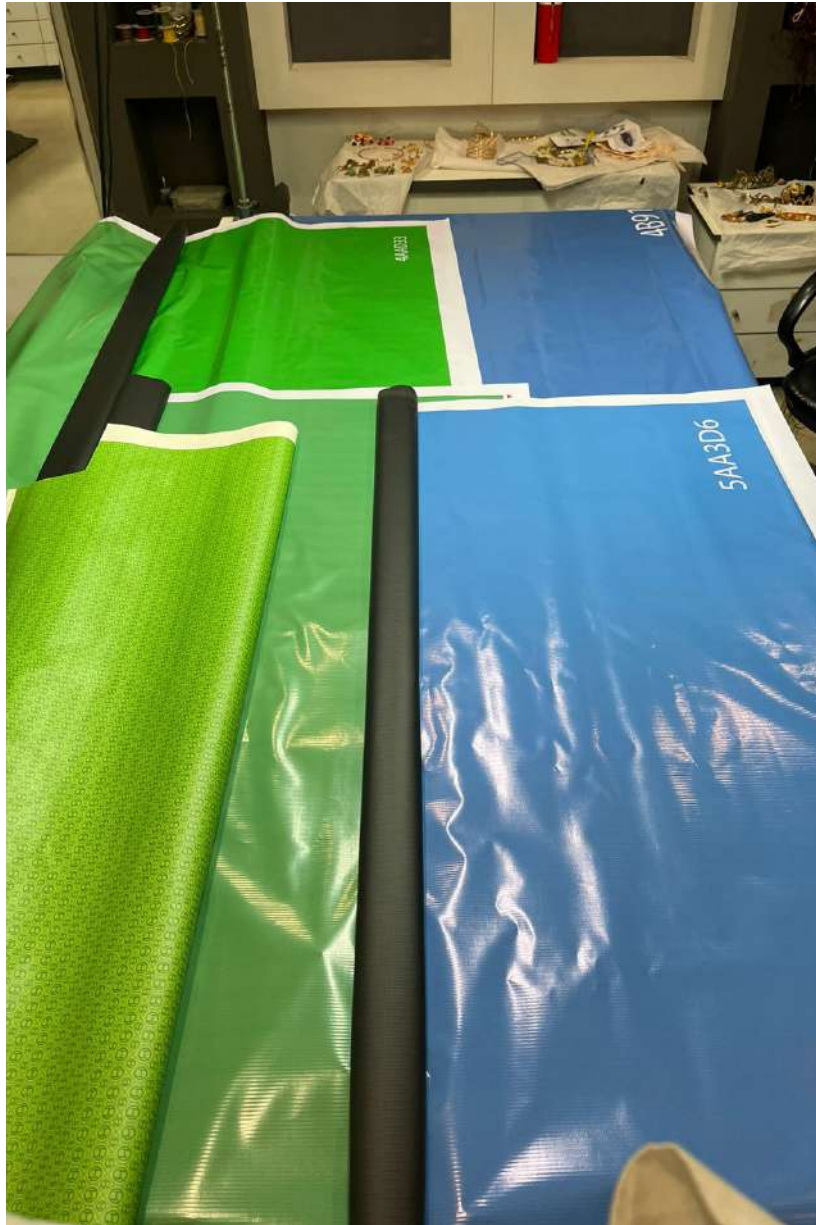


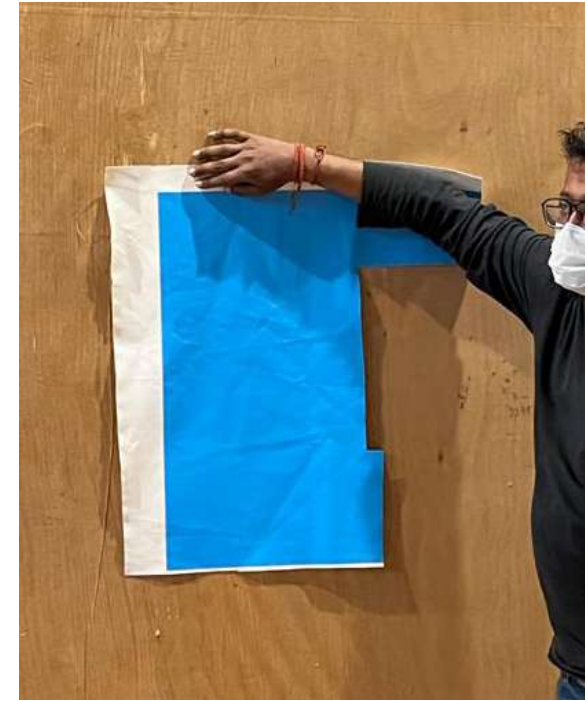
Source: Fabrizio R
(www.pinterest.com)



Source: Fabrizio R
(www.pinterest.com)







Material Handling & Site Visit

The next task assigned was material handling. It entailed deciding on the materials to be used. This included going to the job site and meeting the workers in order to better grasp the requirements and possibilities. The site visits began two weeks before the event and featured collaboration with a variety of people, including Gopalika Virmani.

The track was made of flex material. As compared to Vinyl, Flex as a material is a lot easier to handle and work with. Flex uses specialist industrial level printers to be printed on and recoloured. Flex flooring is ideal for temporary sets since it is both flexible and affordable. Having constant guidance to execute material handling on an industrial level was both a challenge and a major learning outcome.

Atelier
20m x 45m

Front Row Seating - 120 Pax
Seating Quantity - 238 Pax

Sound, Light, AV Console
Media Platform

Male Green Room
3m x 8m

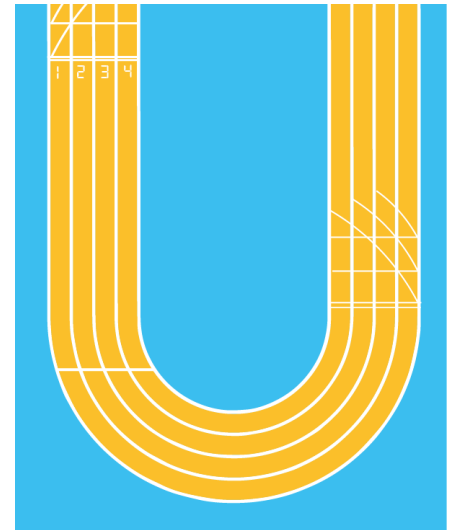
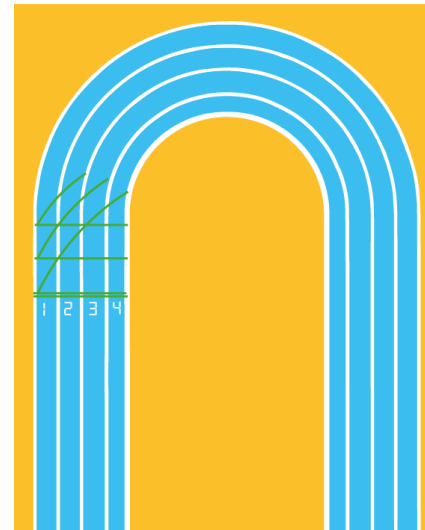
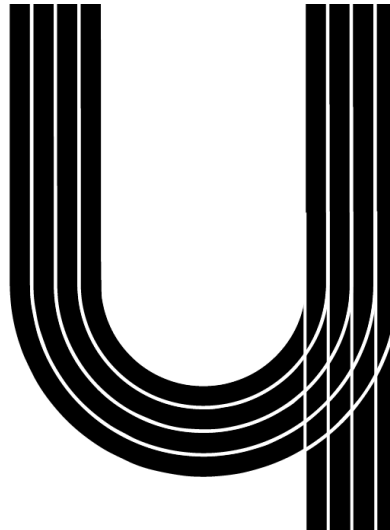
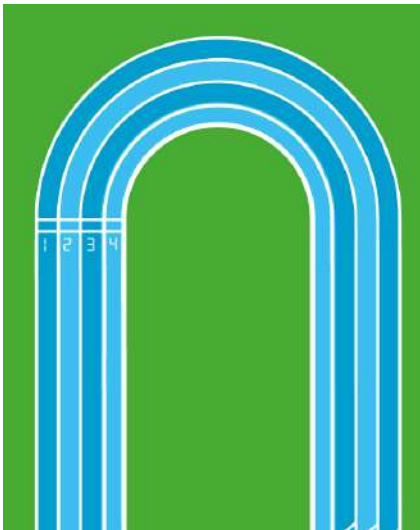
Female Green Room A
5m x 8m

Female Green Room B
5m x 8m

62'-6"
45'-9"
6'-7"
2'-6"
12'-5"
14'-9"
12'
64'
32'
8'
14'-9"
58'
147'-8" - 45m
65'-7" - 20m

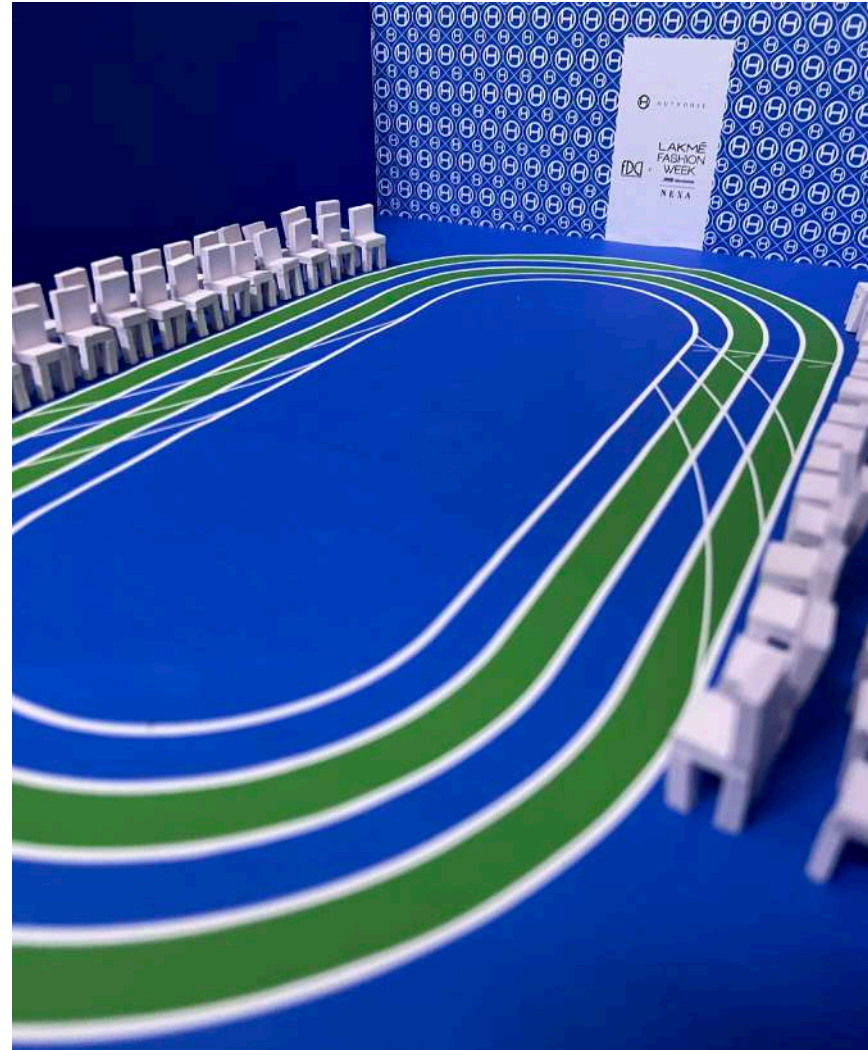
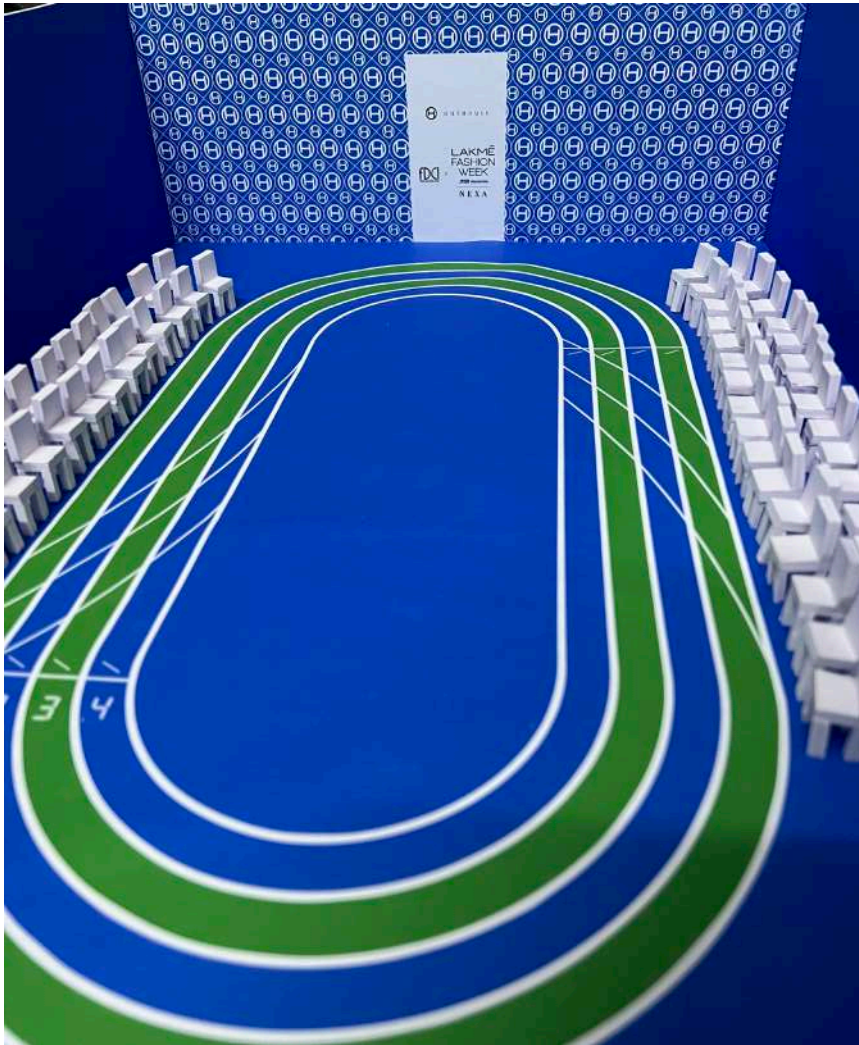
Total Area - 45m x 20m = 900 sq m = 2952.76 sq feet
Seating Capacity - Front row = 120 pax, Total = 238 pax
Scale: N.T.S

3D Render - Colorways



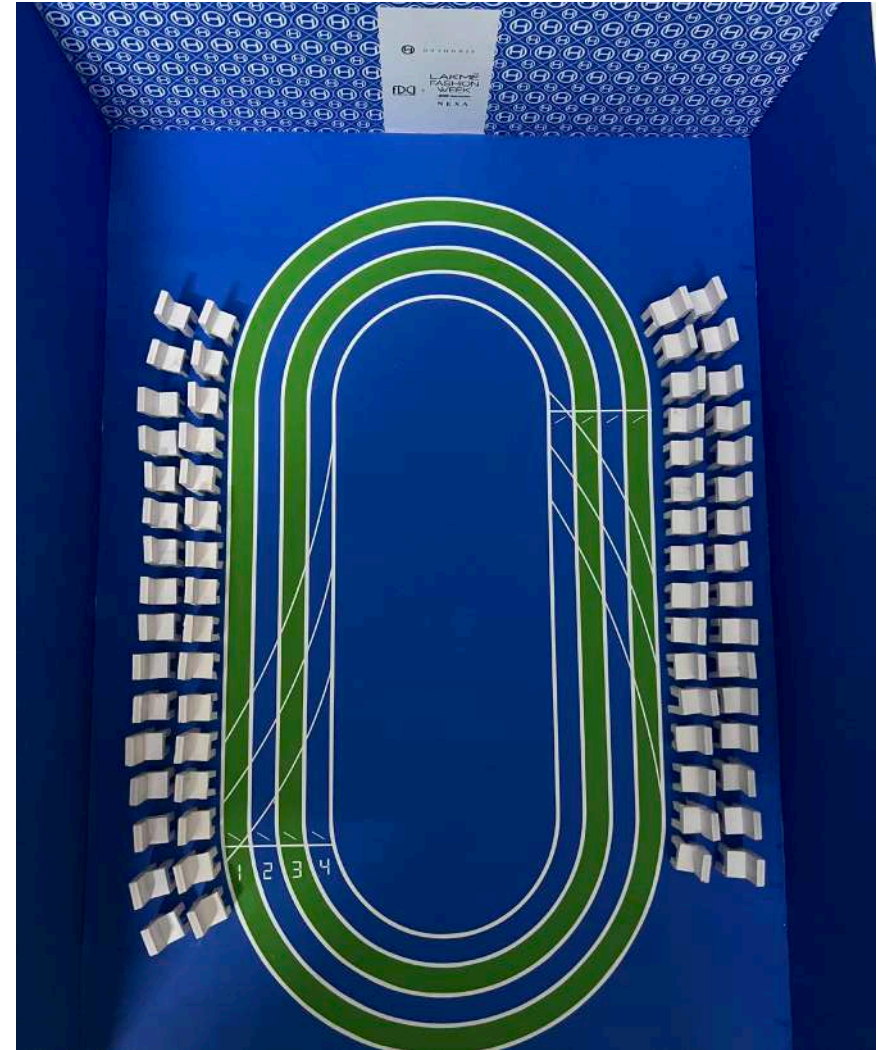
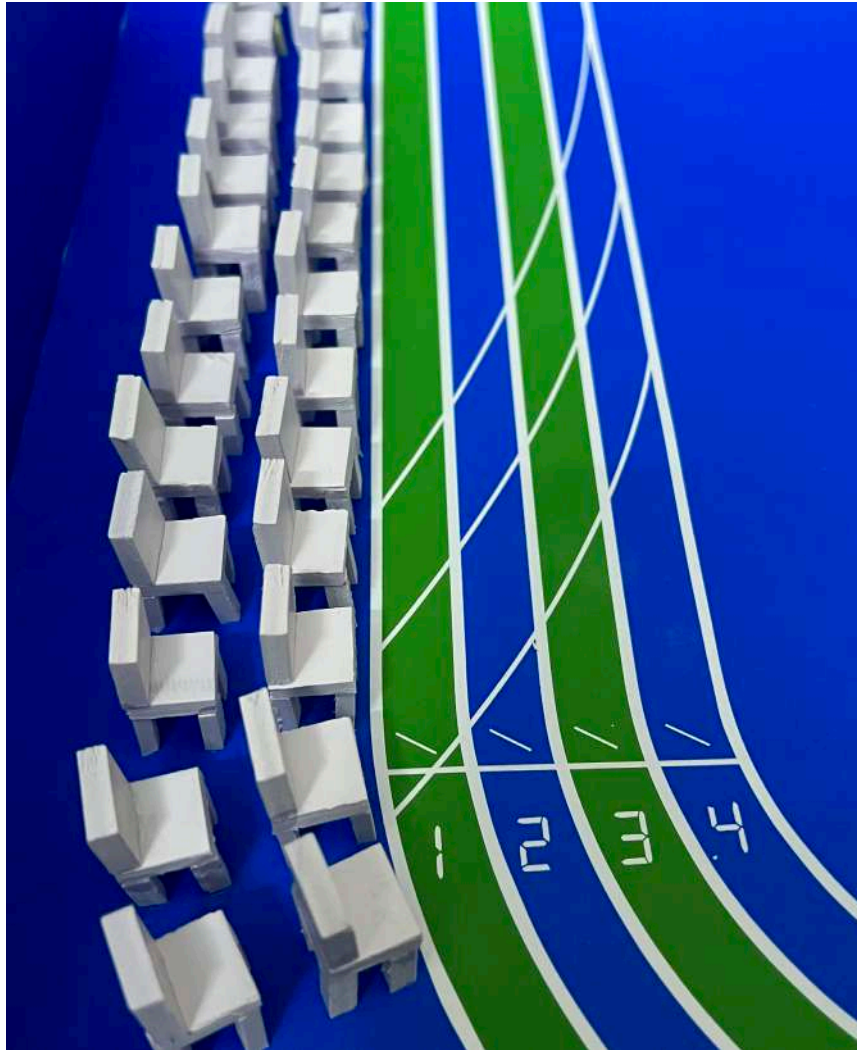
.OH DOPAMINE - SET MODEL.

Lakme Fashion Week x Outhouse Jewellery

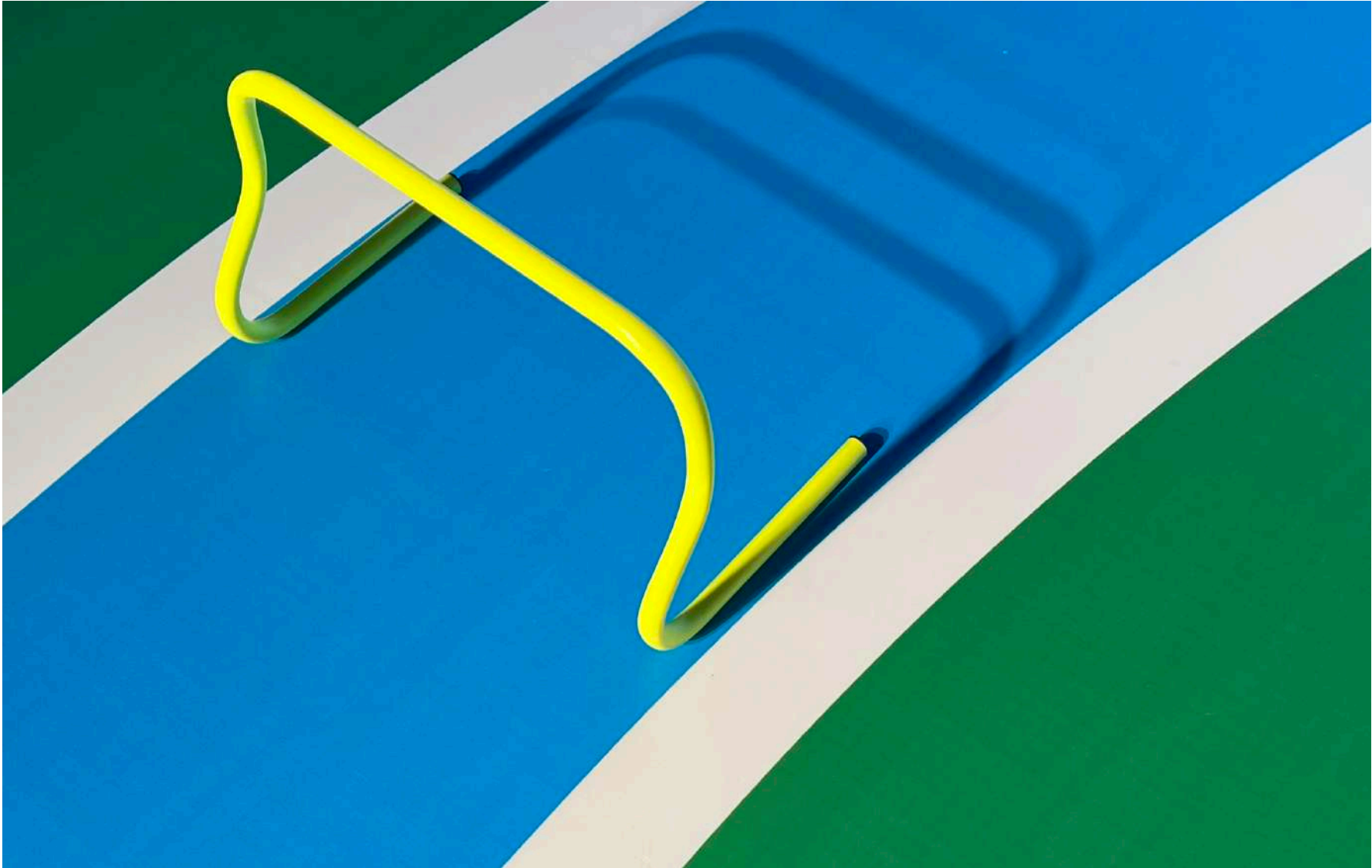


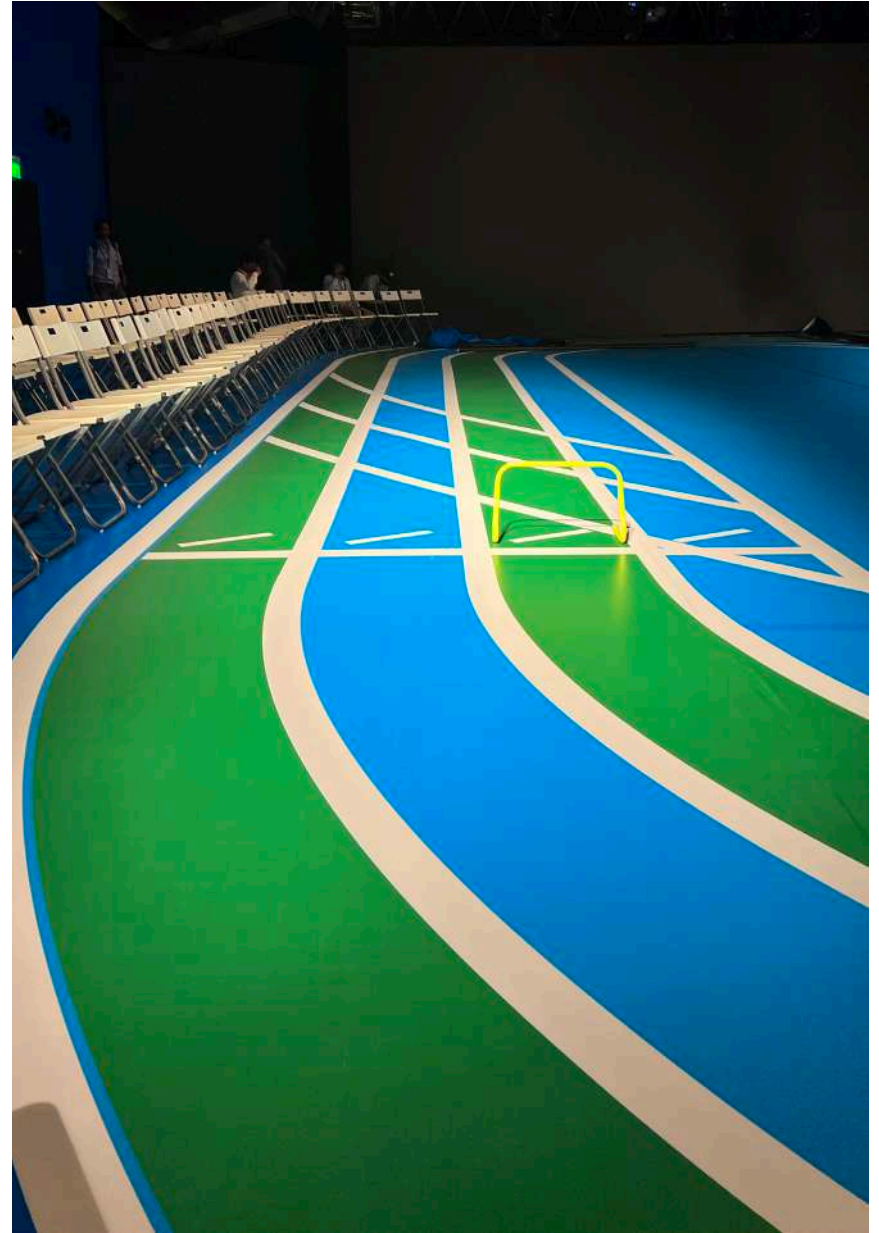
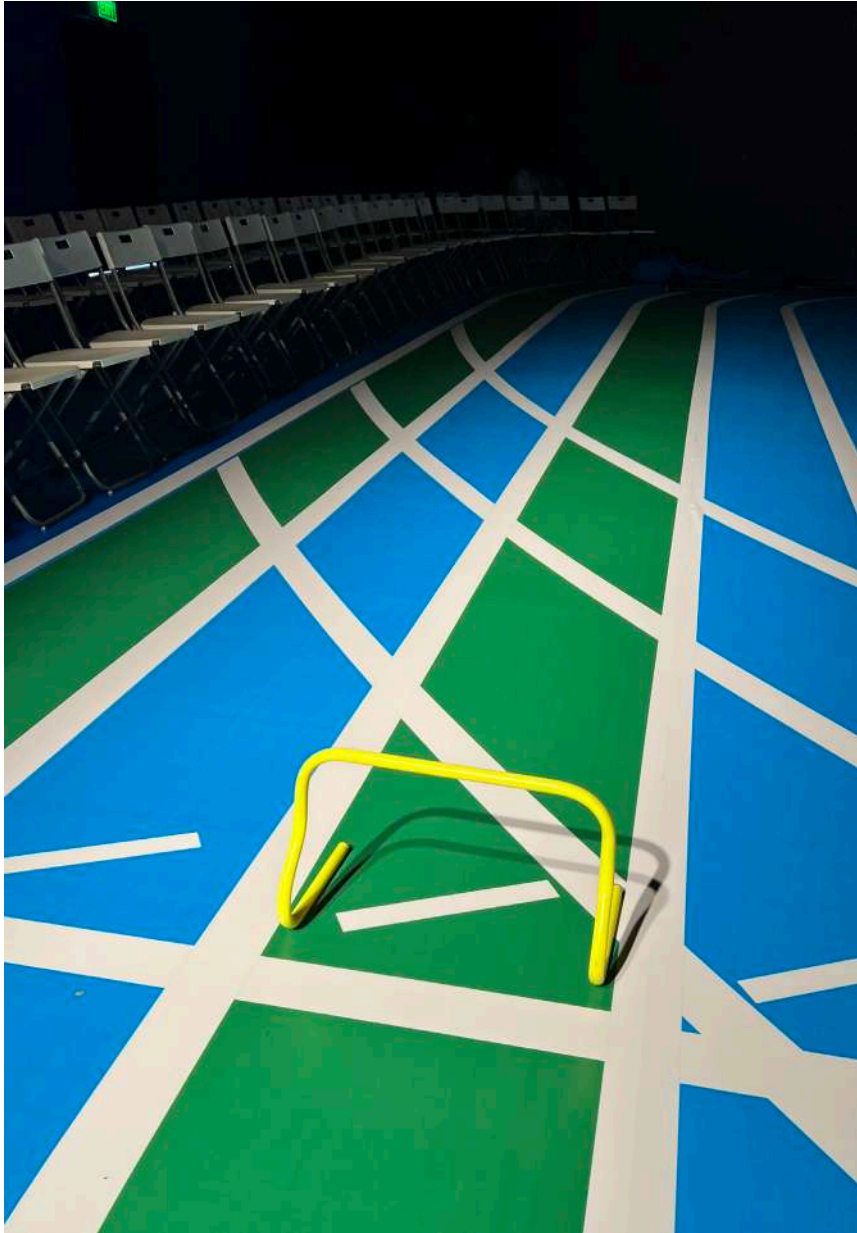
.OH DOPAMINE - SET MODEL.

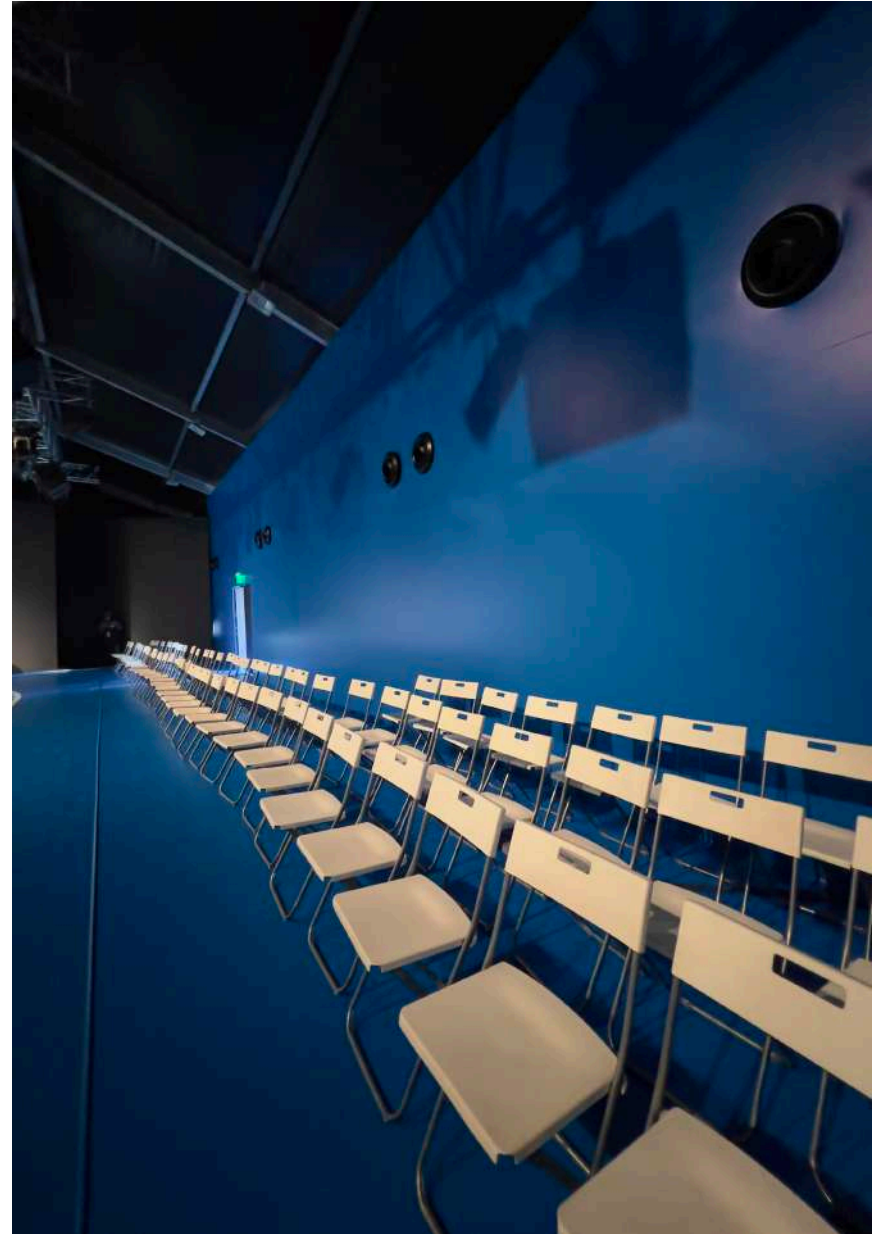
Lakme Fashion Week x Outhouse Jewellery

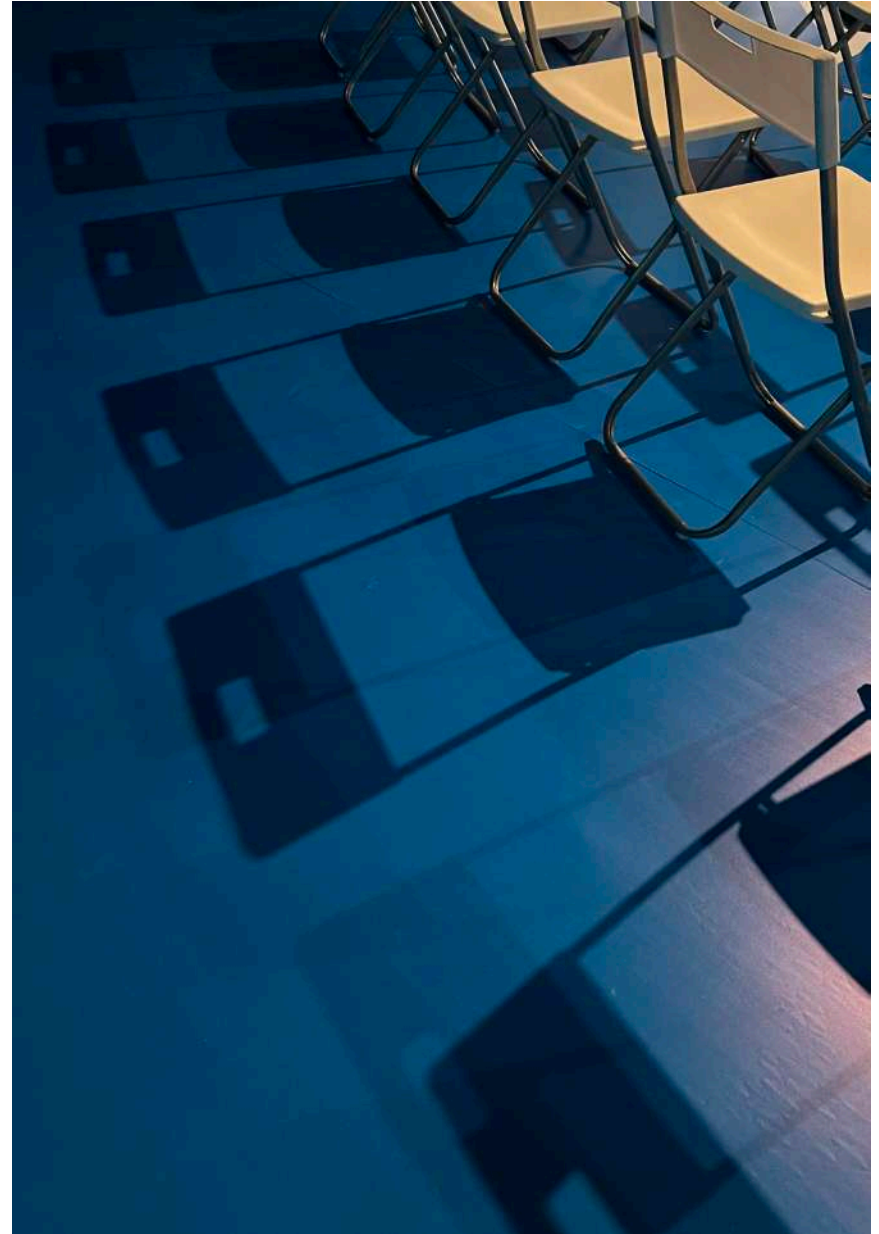


.OH DOPAMINE - SHOW DAY PRODUCTION.







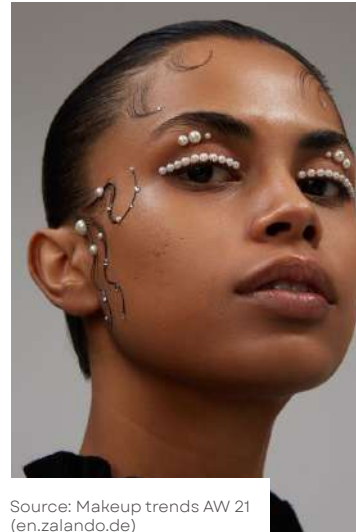




Source: FARFETCH
(www.style.com)



Source: @distantvoices
(www.instagram.com)



Source: Makeup trends AW 21
(en.zalando.de)



Source: Teen Vogue
(www.pinterest.com)



Source: Haley K/Versace S/S 20
(www.pinterest.com)



Source: Honest reviews
(The Fashion Magpie)



Source: Lindsey
(www.insider.com)

Hair & Makeup

Both hair, and makup are an integral part of the fashion industry and they have the power to make or break any show for a designer. The designers want the models to complement the concept from head to toe while exhibiting their collections in a fashion show. The model's appearance represents the designer and the brand's concept and spirit. So, when it comes to makeup, it's critical to conform to the concept. Backstage makeup artists work tirelessly to achieve perfection and portray the concept on the models' faces.

Outhouse had an amazing opportunity to collaborate with one of the greatest makeup artists from the country, and the overall outcome was super chic and definitely on-trend and in sync with the initial brief provided! My brief was to capture this euphoric dream come to life!

Look Description

Euphoric shimmery eyes
Mermaid Sequins
Holographic highlighter
Glitter stained eye-lids
Two-tonal eyeshadow
Color-blocked lids
Diamanté cat eyes
Minimalist rhinestones

Equipment Used

85mm f1.8
24-70 mm zoom lens f2.8
Yellow continuous light
Canon 200D Mark II

Process followed

Referencing based on Lakme research and euphoric makeup
Equipment study

Lens - 85 mm | f1.8 | ISO - 400 | 1/125 sec





Lens - 85 mm | f1.8 | ISO - 400 | 1/250 sec





85 mm | f1.8 | ISO 200 | 1/125 sec







Lens - 85 mm | f1.8 | ISO - 800 | 1/125 sec





Lens - 85 mm | f1.8 | ISO - 200 | 1/125 sec



The Backstage Edit

A fashion show backstage is packed with models, designers, managers, stylists, makeup artists, hairdressers, publicists, and other fashion elite who are there to ensure a fabulous show. I was told that photographers will be trying to squeeze in a few dozen shots and be politely shoving each other around to document the event and I should be doing exactly that!

Backstage, an army is working diligently to ensure that the show goes off without a hitch. It takes months of planning, a lot of hard work, and an experienced hand to pull it all together.

As said by Carolina Herrera, “The fashion shows are so fabulous, but you go backstage and you see what is really happening: You see the work.” This sums up the entire backstage experience and I did eventually have to squeeze in to get some exclusive shots of the models and capture the organised chaos!

Equipment Used

85mm f1.8

24-70 mm zoom lens f2.8

Backstage lighting, In-built flashlight

Canon 200D Mark II

Process followed

Research - Fashion shows backstage

Referencing based on Lakme Backstage campaigns

Procuring equipment and light study

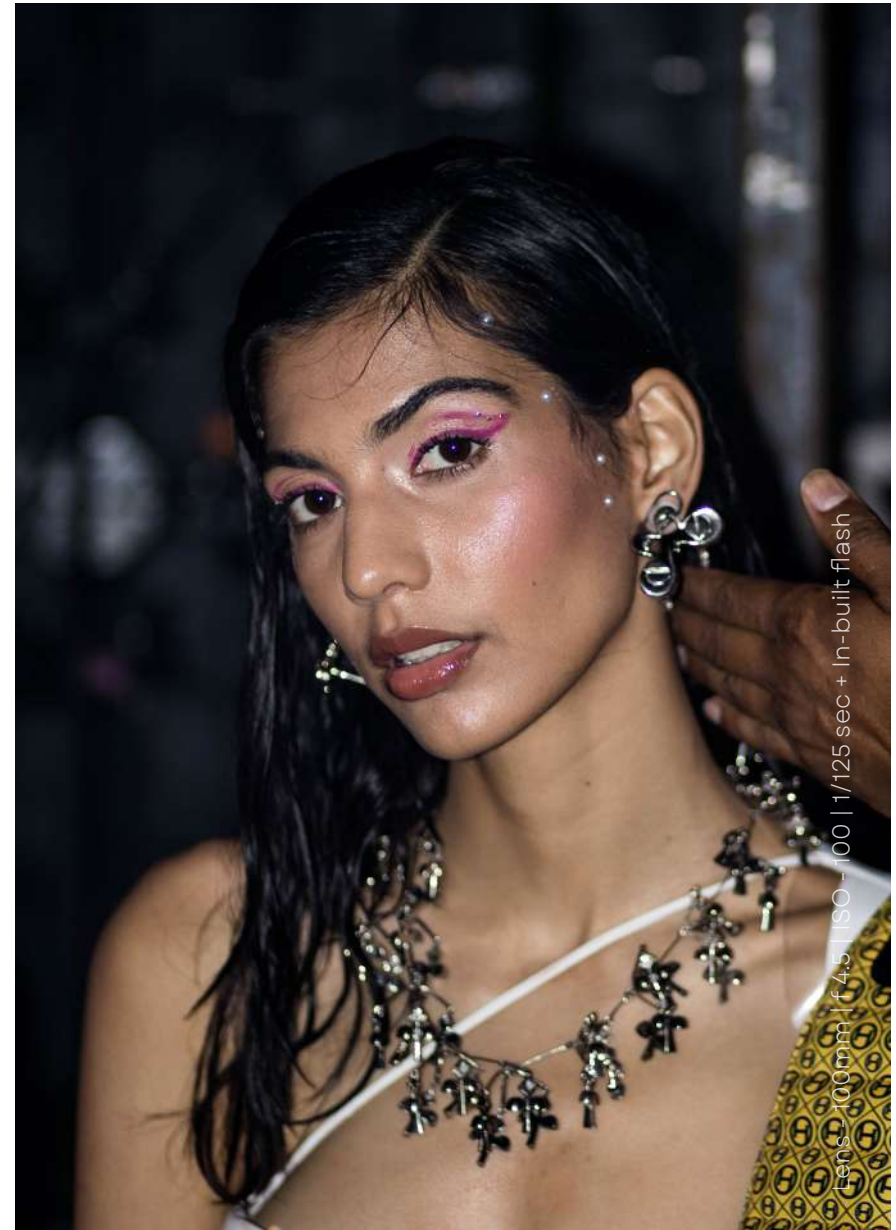
Portrait angles and composition study

Post production, image treatment



Lens - 100mm | f1.8 | ISO - 800 | 1/125 sec





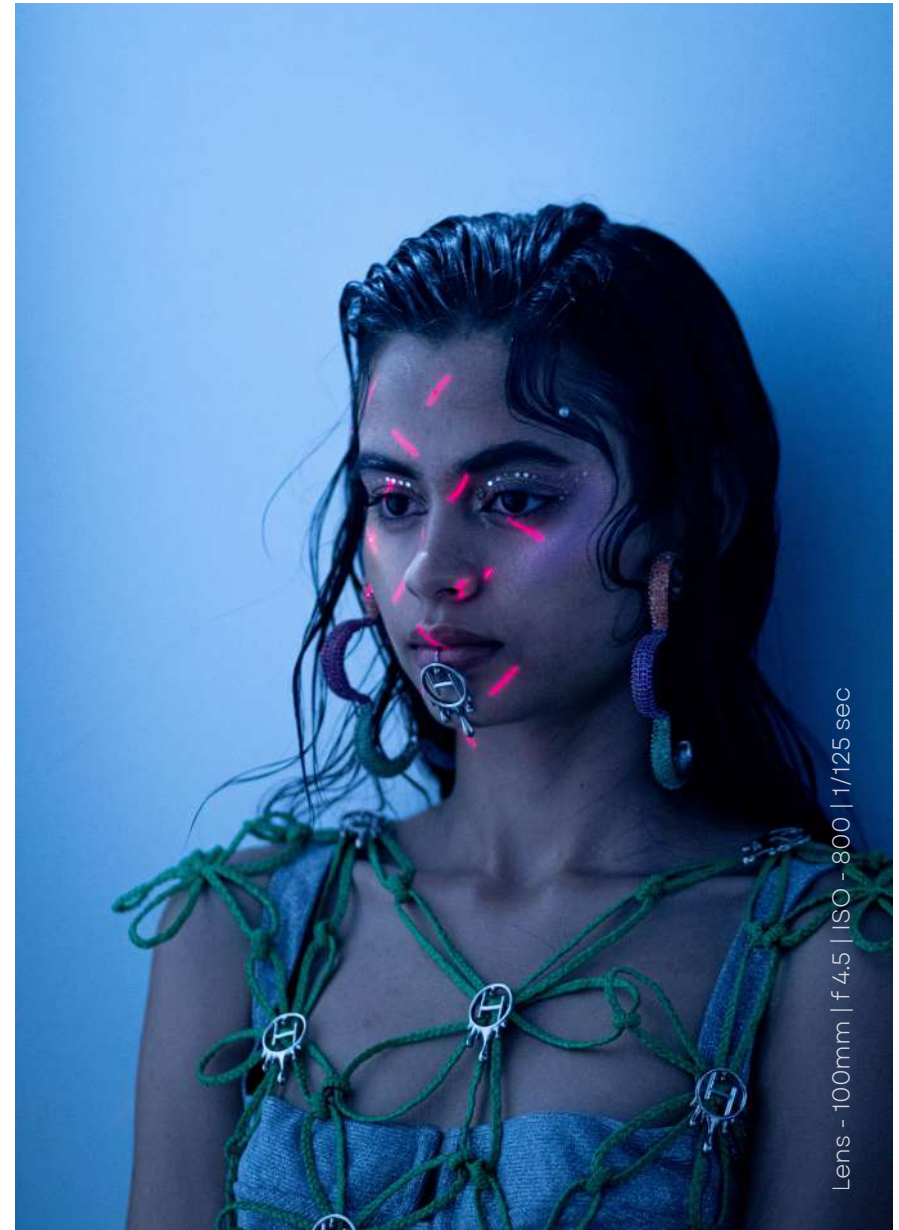
Lens - 100mm | f1.8 | ISO - 800 | 1/125 sec





Lens - 100mm | f4.5 | ISO - 800 | 1/250 sec







Source: Gopalika Virmani
(www.Paulmiandharsh.com)



A short Interview

2 Minutes with Gopalika Virmani (Art Director)

Q. Please provide an overview of your professional background, and when was the first time you got involved into art direction?

A: I think my first ever experience as art director was when I was asked to create a set for Jabong and direct the whole shoot as a whole and not only contribute as a stylist.

Q. On the top of your mind, what do you think was your most successful campaign? And why?

A: I think one of my most successful campaigns was Alice in Wonderland for Bridal Asia. It was one of my biggest sets and changed the way I made them for life. It was a major learning experience and a leap together.

Q. Challenges and barriers come hand in hand with this profession. Have you encountered them during your campaigns? And how have you addressed them?

A: I guess it all starts from an idea and has a process of procuring the right raw material but I guess it's a challenge to always find the right one as you just can't go wrong.

Q. Have you worked with Lakmé before? How would you describe your Lakmé fashion experience with Out-house for their atelier opening show?

A: Ofcourse, I have worked with Lakme since I was a mere 20 year old! The show was a bubble we created for people to get into the Outhouse world to experience it first hand and oh, it was one of the best experiences ever. One of the best teams I've ever worked with. Dedicated, hardworking, determined and always full of ideas.



Meeting my icon

The show had just ended and the entire team was having the best time ever as the outcome was as successful as it could get. The entire production broke into hugs and happy tears as the first reviews were coming in, and they happened to be so fruitful!

As if I wasn't having the best time already, to top it up, I walked across someone I'd only hoped to see in person someday. Ms. Sakshi Sindwani is a body positive influencer with an awe-inspiring style. She has been one of my biggest inspirations for a few years now. I have seen her evolve into such a big personality and influencer from a micro content creator on social media. Her fashion style and personality combined feels like a breath of fresh air. To get to meet her and have a conversation with her has taught me so much.

She has taught me how to triumph self-love and to be bold and confident in my own skin. Forever grateful for her existence and being around her felt like a huge boost of energy. My statement green blazer is now a Sakshi favourite!