



Erikos Andreou
AUGUST 2014



Tarun Khivwal
AUGUST 2013

CLEAN CUT

Known for simplicity of design and championing **minimalism**, these breakaway designers form the quiet core of ELLE's Fashion Family, says **Kavita Mohandas Rao**



Erikos Andreou
DECEMBER 2014



Ashish Shah
FEBRUARY 2016



Caleb and Gladys
JUNE 2014

MODERN TRADITION BY SANJAY GARG

While most designers are trying to carve out a clientele, Sanjay Garg's consumer is anyone who wears a sari. And thanks to his designs, that base is on the upswing.

Raw Mango isn't distinguished by what it makes, but how. The deliberate simplicity and quiet luxury of Garg's designs have broadened the sari's appeal to the younger generation of Indian women, taking the garment out of the newspaper-lined shelf meant for occasion wear and into their daily wardrobes. Our frequent collaborations seem fitting to Garg, who says, "Malini [Banerji] and Nidhi [Jacob] look at fashion in a very unexpected way. That's what Raw Mango does too."

As far as saris go, Garg's designs are minimalistic. When he first approached his weavers with the designs, they were skeptical. But when the entire collection was snapped up by an individual buyer, Garg knew he was onto something. It intensified his devotion to all things handloom, and his belief that it could restore balance in an industry that's defined by transience.

His more recent eponymous label offers stitched garments that blend tradition and technology, to demonstrate that there's more to handloom than just saris. To Garg, it's "Innovation while staying true to oneself."



Nayanara Parikh



Tarun Khivwal
DECEMBER 2014



Abul Kasbekar
AUGUST 2012



Manasi Sawant

SHARP BRIGHTS BY PAYAL KHANDWALA

When Khandwala decided to launch a label in 2012, it was because she had trouble finding the kind of clothes she wanted to wear. Apparently, she wasn't the only one.

"I was pleasantly surprised," says Khandwala, "by the reception the label received. Women of every age and size loved them, saying they've been waiting for someone to make clothes like these." Because what might at first seem all strong

geometric lines and voluminous draping, is in fact, seriously flattering and feminine.

Straight off the bat, she was featured in the 2012 ELLE Graduates. It was a validation of sorts, because, the designer says, "Those with an interest in fashion are looking for direction, and ELLE is simply an authority in the field."

You can tell a Khandwala design anywhere—think skewed silhouettes, clever draping and colours with jewel-like vibrancy. Her collections are defined by their polarity. "I get drawn to extremes," she says, "There's luxury on the one hand and minimalism on the other. I like keeping the colours rich and the silhouettes simple." They come from a very real place, drawing together her painter's eye, her disarming candour, and even her experiences as a mother. Her S/S 2016 collection, for instance, was inspired by the curves and angles of her daughter's geometry set.

It's hardly surprising then, that her label's eponymous. Because Khandwala puts everything she is into everything she does. ▶

"ELLE is at the top of the fashion pyramid, and of all the channels that build awareness about fashion, it's the most official"



Manasi Sawant
AUGUST 2015



Tarun Vishwa
DECEMBER 2012



Erikos Andreou
AUGUST 2014



Ashish Shah
NOVEMBER 2015



Tarun Vishwa
AUGUST 2014



Manasi Sawant
AUGUST 2015



MAY 2015



DECEMBER 2012



MAY 2012



AUGUST 2015



NOVEMBER 2014



UNIFORM EASE BY RUCHIKA SACHDEVA

Sachdeva's designs are as easy to covet as they are difficult to describe. Commonly used adjectives include 'minimalistic', 'androgynous' and 'uniform', and they all sound stereotypical once you get what she's really trying to achieve.

"I don't think of myself as designing clothes, but offering a canvas, a tool that expresses who the wearer is," she says. "If the canvas is already full, how can someone project their own personality?" That said, the Bodice designer's creations aren't anywhere close to plain. They're distinctive in their simplicity, and empowering in the freedom that they offer the wearer. It takes a great deal of technique and tailoring to make something seem so effortless.

FEBRUARY 2013



"The ELLE Style Awards added credibility to my brand, leading more people to discover it"

Sachdeva's vision for the brand is as sharp as her tailoring, and has only become more refined since she first featured on our pages as the Breakthrough Designer for 2012 in the ELLE Style Awards. Her most anticipated editorial is a F/W 2016-17 feature that was shot in London and styled by fashion editor Nidhi Jacob.

Our paths cross often, and Sachdeva believes that, "ELLE is doing some great work by pushing the boundaries and being progressive with fashion. And its aesthetic is one that I relate to."



AUGUST 2015



DECEMBER 2014



SEPTEMBER 2012

APRIL 2016
Arijun Mark



SIMPLE SOPHISTICATION BY NIMISH SHAH

The name Shah chose for his label says a thing or two about the task he's set himself. 'Shift' isn't just a nod to the boxy utilitarian dress he's become synonymous with, but also the change in perception his designs have opened the door to. It's an "uphill challenge," he says, but he's more than game. He got off to a head start by choosing an unusual price bracket for the label. It competes with high-street brands, instantly appealing to a younger, more dynamic consumer.

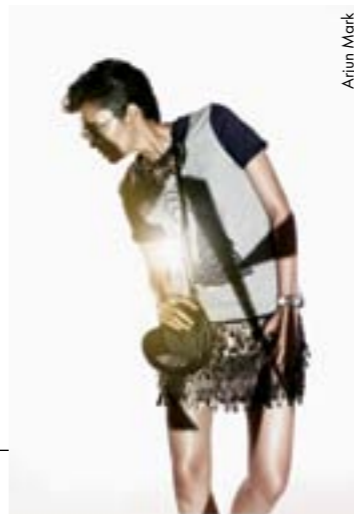
Shah first posed for our cameras at the 2012 ELLE Graduates Shoot. Today, he's a familiar face both on the page and off it. For instance, you'll always find Shah and his designs at the ELLE Carnival for a Cause. "We always keep aside a few pieces from

each collection for the Carnival," he says, "in our ELLE Box. We've developed an unspoken commitment over the years."

Good thing too, because there's always a huge demand for Shift. The label's aesthetic, which Shah describes as Scandinavian minimalism, would seem like an impossible sell in a market where more is more. Yet, its separates offer a fluidity that allows the wearer to mix and match, personalising each piece. ●

"ELLE creates some very strong editorials and raises the reader's perception of the fashion"

NOVEMBER 2012



DECEMBER 2013



MAY 2015



NOVEMBER 2014

