As if it wasn't enough for Bandra to be the restaurant suburb of Mumbai, the newly opened fashion stores here are also joining the food fest! With boutiques like Body Soup and Vineyard already forming the list of rather edible names, Butter is yet another store that gives local fashion a ‘taste’ of what’s latest!

“The word ‘Butter’ indicates positive energy and at the same time sounds catchy,” says Nitika Dher, 23-year old owner of the store when asked why she christened the store with a rather bizarre name! Little over a month old, the boutique is located at the edge of a quiet lane around Pali Hill in Bandra, showcasing a collection that caters only to women. “We sell clothes, bags, shoes, accessories created by five local designers and also outsource part of our collection from Istanbul and China,” asks Nitika.

The store is decorated with brown, wooden furniture that gives a warm and earthy appearance. This incidentally works well in highlighting their collection which is primarily bold in colours. Set on a slightly higher price range, there are a variety of trendy cocktail dresses, brunch and club wear designed by Tarun Desai, Karen Fernandes and Ashruf Jetha starting from Rs 900-Rs 950. Complementing these outfits, there are funky coloured peep-toes, high-heeled wedges and Mary Jane pumps in glossy leather sold from Rs 1,200 up to Rs 2,200. In addition to that, there are edgy designer bags, clutches priced in the range of Rs 1,350-Rs 3,500 and jewellery designed by Gittana from Rs 900 onwards. Along with what is already put on display, visitors also have an option to request for customised designs.

The store may seem a bit pricey, but it has its own style. The location somewhat proves to be a detriment to the store as it’s a standalone outlet inside a building. While the store may seem a bit pricey, the collection is unique and has its own style. The location somewhat proves to be a detriment to the store as it’s a standalone outlet inside a building. What the store may seem a bit pricey, but it has its own style. The location somewhat proves to be a detriment to the store as it’s a standalone outlet inside a building.

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FASHION FUTURISTS

Fashion like history is said to repeat itself and where else but in movies, do all these repetitions come to life… except this time, things seem to be moving into the future…

Seems like Bandraites are hungry & always will be!

Butter

Clothes – Rs. 900-Rs. 950 onwards
Shoes – Rs. 1,200 – Rs. 2,200
Bags – Rs. 1,350-Rs. 3,500
Jewellery – Rs. 900-Rs. 2,000 plus
Address: 20/A, Rembrandt, Nargis Dutt Road, Pali Hill, Bandra (W).
Tel: 2605 6554.

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Bandra is the carrier of all style; via its movies, for the first time decided to move forward, into the future. The usual scenario includes people rewinding into the rocking 70’s and the hip-hop 80’s but this time, exhausted with what has now become the conventional. Everyone has been forced into looking beyond! The Indian film industry’s hottest new couple Harman Baweja and Priyanka Chopra dared to moon walk right into the unknown with their futurist looks in Harman’s debut film ‘Love Story 2050’.

While Chopra’s flashing red head in the movie attracted more attention than ever, it very soon set a trend and became a hot favourite. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene. Page 3 parties too have become a hub for all these experiments, where electric colours like blue, silver, green are being used to the scene.

Part owner of hair and beauty salon Alwyn Alva said “I had a couple of people walk in and ask me how difficult it would be to colour all their hair red or other electric colours like blue and purple many times.” Sapna Bhagnani, known for her tattoos and hair salon called ‘Mad-O-What’ situated in Khar, has been wearing a brand new look with her short hair coloured electric blue!

At the end of the day it’s good to see that the fashion industry isn’t just juggling between the ages anymore and has dared to run past the present right into the future. Now what the future will have to say about the present’s version of the future is a different deal altogether.

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