

Butterlicious!

Seems like Bandraites are hungry & always will be!



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 fiesta! With boutiques like Body Soup and Vinegar already forming the list of rather edible names, Butter is yet another store that gives local fashion addicts a 'taste' of what's latest!

"The word 'Butter' indicates positive energy and at the same time sounds catchy," says Nitika Dheer, 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 out-source part of our collection from Istanbul and China," adds 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 Tanvi Desai, Karen Fernandes and Ashraf Jetha starting from Rs 900-Rs 950. Complimenting these outfits, there are funky coloured peep-toes, high-heeled wedges and Mary Jane pumps in glossy leather sold from Rs 1,200 upto 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 Gitana from Rs 900 onwards. Along with what is already put on display, visitors also have an option to request for customised designs.

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 premise which an outsider might find it difficult to find. Unless you are a Pali Hill resident or familiar to the curvy slopes in that area, it might take longer for you to reach the place.

All in all, the store is a good effort to start with and can only hope to attract more!

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. 2000 plus

Address: 20/A, Rembrandt, Nargis Dutt Road, Pali Hill, Bandra (W).

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Courtesy: Google Images

FASHION FUTURISTIC

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...

Unlike rewinding into the fashion ages, Bollywood 'the carrier of all style' via its movies, has 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 futuristic 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 before anyone knew it!

When it came to bringing back the earlier fashion, high end fashion designers launched large polka dots on high waist dresses with ribbons tied neatly to hold back a ruffle of hair on the forehead. While it was sold for exorbitant prices at stores, places like Linking Road and Hill Road didn't take long to bring them to the public for meagre amounts. For the futuristic look though, what has been seen is more of a

mix and match of sorts, where no one ensemble can fit to the likes of all, thus leaving ample 'space' for personal choices.

Also seen in an amalgamation of what looks like a futuristic look meeting the Indian warrior, Chopra in the forthcoming movie Drona has again got all eyes on her. Where once upon a time, experimentation and its portrayal were not as comfortable in movies, the huge step towards futuristic looks has suddenly added dimension 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 'stand-out'.

Part owner of hair and beauty salon Alwyn Alva said "I had a couple of people walk in asking 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



Courtesy: Google Images

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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