

Fake Originals



With more and more branded imitation available each day, **Ainee Nizami** finds out whether 'branded' have to necessarily mean original?



Courtesy : Google images

Brands today seem to have become an important part of our identity. A pair of Prada shoes, are no longer expensive footwear, they in fact are an 'investment'. There is no better way of saying, 'I am fashionable' than by owning a branded item.

But then again, 'branded' doesn't have to necessarily mean genuine. A stroll through Linking Road or Hill Road for that matter would give you an excellent copy of a Burberry wallet or Chanel glares, all for under Rs 500.

"I love to own branded clothes. But it's not always possible to opt for genuine ones. You can get the best copies at Linking Road, and hardly anyone can tell the difference," feels Surbhi Dua, who loves branded bags.

Apart from the money you save while buying copies of brands, it also allows you to keep up with the latest trends. "Investing huge amounts in branded items makes no sense especially when trends change so often," feels Heena Mehrotri, a college student. "Buying fake originals is the best way to keep yourself up to date with the changing fashion scene," she adds.

Looking at it from the marketing point of view, the imitation market has never been on such a high. Be it jeans, shoes, watches or bags you can purchase a fake copy of nearly

every brand.

Vijay Parekh's shop at Linking road is an interesting mix of clothes sporting fake logos. "People tend to overlook the small difference which a fake and original logo has. They tend to go in for the overall look," he says.

Fashion, today has a new set of takers. Youngsters are getting more and more brand conscious. But for them getting a good bargain is often as important. An imitation is available at one third price of the original and it definitely has far more takers.

So the next time you wish to own a designer collection on a low budget, fake originals are the best bet.

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Courtesy : Google images

What's your colour...?

Courtesy: Google Images

It's time you come out of the boring black and white look... add colours to your eyes and change the way people look at you.

Your eyes reveal your confidence, honesty and beauty. While most of us prefer to wear contact lenses and avoid heavy dark glasses, why not experiment with some colours and sparkle away to glory. Contact lenses as we all know are a harmless way of avoiding glasses and looking beautiful simultaneously; however coloured lenses today are becoming extremely popular among youngsters who desire a change in the way they look. Let's find out more

"I have been wearing lenses for the past one year, but now I want to try something different. I wish to buy grey colour lenses this time," says Sakshi, a media student.

"Coloured lenses are completely safe and can be used by everyone, provided proper care is taken. The lenses have to be cleaned after every use and must be kept in the solution," says eye specialist Dr Anil Dua. Such lenses are similar to any ordinary lenses but if continued irritation occurs consulting an eye specialist is necessary.

Choosing the right colour for lenses is very important. It is usually a matter of personal choice. "Similar to hairstyles and hair colours,



there are certain colours that suit you eyes," believes beauty consultant Maya Somani. Those with 'wheatish' complexion can go for bright colours while a fairer complexion can carry grey and brown shades. "However your eye makeup should compliment the colour of your lenses," adds Maya.

□ Choose lenses of accurate sizes, so that they don't slide off your eyes. Proper care is extremely important. Lenses should be cleaned well in the solution before wearing them. This will not only increase its durability but also protect your eyes from infections.

□ Enhancement colour contacts give your eyes a slight tint and enhance your natural colour. "The most sought after colour is grey, however we provide assistance to all our customers, depending on their skin complexion," says Mr

Satish, Shah optical.

□ In terms of longevity, there are varieties to choose from. Lenses can last for an average of six months depending on the care taken, whereas the disposable ones are best suited for special occasions and not for regular use.

□ "It is always advisable to go for high quality contacts, rather than those that are given for free trials. Never experiment with your eyes," advises Dr Anil. The range of such lenses start anywhere from Rs 800 onwards. Sharing of lenses is a strict 'NO' for all users.

Your eyes are delicate and a lot of care has to be taken while choosing lenses. So get ready to change the way the world looks at you

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