Fashion in full filmy Ishtyle

Bollywood Mischief 'The Fashion Lounge'

'Mischief’ unveils first of its kind, fashion house and lounge bar in the heart of Bandra.

The name sure did manage to exude enough curiosity for a fashion ignorant person like me to notice it. Located on the Hill Road, Bandra, 'The Mischief Bollywood Lounge’ was previously owned by Bollywood actor Sunil Shetty, and is now run by Bhaskar and Neha Shetty.

The novel idea of a fashion house that showcases all the possible names on the ‘A’ list fashion designers like Rohit Bal, Anna Singh, Akki Narula, Ritu Beri and Manish Malhotra transforms itself into a lounge bar as the clock strikes 9.00 pm. This designer extravaganza cum lounge reaches out to the audience in more than one way. Aspiring to build itself into a fully fledged discotheque as time comes, it caters to a flexible bracket of customers.

“We house the fashion designers’ lines independently and aim to help the fashion conscious customer by giving them a one-stop shop. We look at a market that comprises of people above the age of 25, which is where the money usually is and who are willing to spend,” quips Shetty.

Having kept a low profile on its publicity ‘The Bollywood Lounge’ at the moment attracts a highly select audience and unveils its secret night life only to an elite circle.

Set up in a very ‘filmy’ space with plush interiors lined with memoirs from entertainment industry, blended with some soothing in-house music, the Lounge is a perfect place to unwind after a hectic day.

The Lounge Bar creeps into two floors which promise unadulterated fun. There is an open air area on the top floor and a lounge and bar in the middle, where alcohol served is strictly international. With no entry fee charged, the lounge is open to all who wish to be a part of an all new parallel to clubbing. "The unique selling point of this shop is that it provides fashion at an affordable price, with the range starting at Rs. 1800 that too for a Rohit Bal creation. So it is not a disappointing window shopping experience,” says Shetty.

The inherent factor and what binds most of us in Mumbai is the celebration of Bollywood, whether we like it, accept it, hate it or disregard it. A platform that facilitates fashion and fun ‘filmy ishtyle’ plans on attracting the buffs who wish to know where they could get their hands on Rani Mukherjee’s wardrobe in Bunty & Babli and so on.

Available for private parties four times a week, the Bollywood Lounge is taking a different route to stand out. The Bollywood Lounge summarizes the mischievous use of Bollywood in constructing a concept of a lounge and a fashion boutique that is high on class and entertainment, filmy ishtyle!

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