

A FINE LIFE

LOOKBOOK

PHOTO: YOGEN SHAH



The lady in white

Recently actor and model, Diana Penty wore this pristine white suit to an event. The actor who believes less is more, stuck to minimal accessories and a bold lip

NET-PICKING

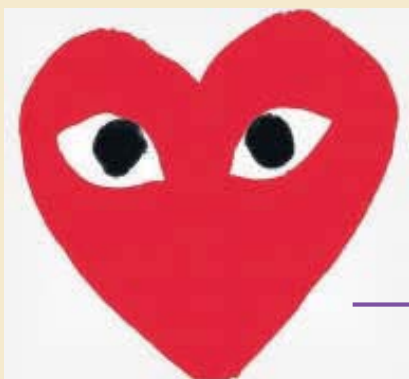
PHOTO: INSTAGRAM/ANANYAPANDAY



Quick bite

Ananya Panday posted this picture of her grabbing a quick bite on the sets of her upcoming movie. She captioned it saying, 'the real behind-the-scenes of The Jawaani Song'

SAY IT RIGHT



TRY

Comme des Garçons (Kom-day-garsaw)

They are a Japanese fashion label founded by and headed by Rei Kawakubo. It is based in Tokyo and also in the Place

Vendôme in Paris, the city in which they show their main collections during Paris Fashion Week and Paris Men's Fashion Week.

QUICK FIX

DEODORANT ON YOUR CLOTHES

Rub the fabric vigorously against itself. Its fibers will almost always remove the white marks better than rubbing a towel or other

piece of fabric against it. White vinegar will also work if your deodorant stains are particularly persistent.

FASHION FOR A CAUSE

Fashion designers talk about the impact a fashion show can have when it comes to raising funds or creating awareness about social causes. We take a look...

Akshata Shetty

They say, 'Charity begins at home'. And it feels safe to say that the fashion industry is one home which has opened its doors to several social causes. Creating awareness through fashion and entertainment has always had a huge impact on the society. For some designers it is a way of giving back, while for others, it's closure. Going out of the way and pledging their solidarity to make a difference not just on the runway, but in someone's life through their profession is something we all can relate to. This time, we look at how much a fashion show or event plays a key role in raising funds for NGOs or creating awareness for social causes. We have industry experts, who have been the backbone of many prominent social causes and have shared insights on how a fashion show can create a much-needed impact.

CAUSE AND EFFECT

In a time when value for money is important, you may wonder how do associations between fashion brands and social causes make an impact? Well, internationally, a popular strategy among

Sonam K Ahuja sashayed the ramp in Abu Jani-Sandeep Khosla's collection 'Inheritance, An Ode to the Textiles and Embroideries to celebrate 50 years of The Cancer Patients Aid Association.

fashion brands is to collaborate with charitable causes as part of a cause-related marketing campaign. This is one way to look at it, and there's another where it's purely done to raise funds with no intention of any returns.

Choosing the latter is fashion designer Maheka Mirpuri, who has been involved with meaningful cause through her charitable foundation, MCAN. Mirpuri, who lost her father and brother-in-law to cancer, raised over ₹4.92 crores through annual charity fundraisers for the Tata Memorial Hospital (TMH) in six years. "In India, mostly fashion shows for charity events aren't business led. They are organised to get people to come together for a



Actor George Clooney strikes a pose in Vivienne Westwood's T-shirt line that advocates to save the art

We are committed to long-term relationships with the NGOs we partner with such as The Cancer Patients Aid Association, Breakthrough, Magic Bus and The Helping Hands

Association and many more," they add. When a brand collaborates, information about the charity may be integrated into the consumers' perception of the brand. This may lead to more favourable consumer responses towards the brand i.e. conspicuous compassion, believes Mirpuri. "I do have a fashion show of my creations at the charity gala but that is purely because this is my profession. For me, a fundraiser is my way of giving back to society," adds Mirpuri.

Similarly, for fashion designer Payal Singhal, the collaboration with Desai Foundation, which empowers women and children through community programs to elevate health and livelihood

ALL FOR A CAUSE

Fashion designer duo Abu Jani-Sandeep Khosla share important factors designers need to keep in mind when they associate with an NGO for a fashion show:

- Ensure that the NGO is everything it claims to be. That it does the work it claims to do
- Choose an area you identify with closely. One that is cherished. For us, it is women and children. Their health, empowerment and well-being
- Make the collection and event super special. The more fabulous they are, the more funds you raise for the organisation
- Encourage celebrities to put their backs behind the cause. They effect change because of their renown.

in India and the U.S., was because she felt the brand had reached a stage where she should give back to the society. "It was a cause that was close to my heart with a like-minded partner. The PS X Desai Foundation collaboration was not about a star-studded runway show. Selected products from the range were made by the women at Desai Foundation's vocational training centre in Valsad, Gujarat, and proceeds from the sale went back to those women. So, for us being able to make a difference at the grass root level is the real benefit," adds Singhal.

CELEB QUOTIENT

Singhal is of the opinion that getting noted names on board helps bring more spotlight to a cause. "Associations such as these create more awareness and help start the right kind of conversations," she says. "Glamour and celebrities are huge influencers and potential agents for change. They attract attention from both the media and the public. This attention translates into greater awareness and funds" add designer duo Jani-Khosla.

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The bold and the beautiful

Sreyashi Ghosh

Summer's here and so are the sundowners and boozy brunches. Apart from your light and bright outfits for the occasions, your main concern should be your makeup. Two multi season friendly makeup looks you can never go wrong with and are rampant this summer are the no-makeup makeup look and the bold eye shadow look. We got in touch with Mumbai-based hair and makeup artist, Riya Nagda, who helped us deconstruct these picture perfect looks into simple steps you can follow to re-create them at the comfort of your own home.

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Actor Tamannaah Bhatia went for a cool blue-grey gradient eye shade for her look. She also opted for a subtle berry lip. PHOTO: INSTAGRAM/TAMANNAHBHATHIA



Sonam K Ahuja pulled off the no-makeup makeup look with panache. Her Kohl-rimmed eyes and nude lip complemented her outfit. PHOTO: INSTAGRAM/SONAMKAPOOR



THE NO-MAKEUP MAKEUP LOOK

- To start off, mix some foundation with a liquid highlighter and dot all over



THE BOLD EYE SHADOW LOOK

- Start with moisturising your face and use a lip balm to prep your lips
- Moving to the eyes, conceal your eyelids and make a smooth base for applying your eye shadow
- Take a pink eye shadow and put it in the crease as transition colour and blend till the edges are seamless. Then take a blue eye shadow and put it all over

your lid. Again take the pink shade and blend in the crease

- Take a black eyeliner and make a wing it and use a Kohl to tight-line the lash line and waterline
- Take your foundation and dot it all over your face and blend with a sponge or brush
- Conceal under the eyes, around the mouth and spots that need concealing
- Take some loose powder and set the under eye area and face
- To enhance your face structure, contour the area below the cheekbones, starting from the ears to the middle of the cheeks and then around the jaw line
- Add a flush of colour using some blush on the apples of your cheeks
- Highlight the high points of the face such as cheekbones, bridge of the nose, under the brows, cupid's bow and chin using a highlighter
- Fill in the gaps in your eyebrow and use some mascara to finish the look.

the face and blend with a sponge

- Conceal the under eye area and set it with powder to avoid creasing. Set other areas too, if you have oily skin
- Use a bronzer to warm up the skin and apply the product under cheekbones starting from your ear to the middle of your cheek
- Add some blush and

highlight the high points of your face

- Take the same bronzer and use it with a fluffy brush as an eye shadow
- Double the use of the highlighter as a shade to add some pop to the centre of the eye lid
- To finish the look, fill in your eyebrows and use an eyeliner and mascara to lengthen your lashes.