INDIAN FASHION DESIGNERS

 The Indian Fashion Industry is blooming across the world at a fast rate , yet not many people are aware about the faces that actually glorified this domain. While India has no dearth of fashion designers today, there are a few names that will always be regarded as the fountainheads of this industry.

**1. Manish Malhotra**

Talking about the fashion industry, the first name that strikes the mind is that of this dream designer of Bollywood. Having begun at an early age of 25, Manish Malhotra has done a remarkable job in styling the big names of Bollywood. From a revolutionary costume designer to a top-notch fashion designer, this man has a plethora of glories attached to his name. Famed as the king of couture, Manish Malhotra is the man behind the opulent lehengas and the wedding trousseau that every girl wants to own.

**Designed for:** Sri Devi, Juhi Chawla, Urmila Matondkar, Kareena Kapoor, Deepika Padukone, Alia Bhatt etc.

**Flagship Stores:** Delhi and Mumbai

**Official Web Page:**[www.manishmalhotra.in](http://www.manishmalhotra.in)

**2. Tarun Tahiliani**

Known for his spectacular vision for fusion, Tarun Tahiliani is the pioneer of multi-designer boutiques in India. As a noted fashion designer, he rose to fame with his meticulous idea of combining the traditional Indian heritage with European styles. He is mostly known for his eccentric collection of bridal trousseaus.

**Designed for:** Katrina Kaif, Dia Mirza, Lisa Haydon, Esha Gupta, Hrithik Roshan, Arjun Kapoor, Madhuri Dixit, Sonam Kapoor etc.

**Flagship Stores:** Delhi, Mumbai, Hyderabad

**Official Web Page:**[www.taruntahiliani.com](http://www.taruntahiliani.com)

**3. Ritu Beri**

Glorifying India in the international market, Ritu Beri became the first Indian Designer to showcase a collection in Paris! Her style of design represents a rare sense of eminence and luxe richness. Known for her ravishing western clothing line and designer sarees, Ritu Beri has received the highest civilian award from the French Government for her incredible work in the field of fashion.

**Designed for:** Prince Charles, Former US President Bill Clinton, Nicole Kidman, Andie MacDowell and several Parisian socialites. Her Indian clients include cine stars like Rani Mukerji, Preity Zinta, Madhuri Dixit etc.

**Flagship Stores:** Delhi, France and Germany

**Official Web Page:**www.facebook.com/rituberidesigns

**4. JJ Valaya**

In addition to being a phenomenal fashion designer, JJ Valaya also happens to be a founding member of the Fashion Design Council of India. Known for his artistic prowess in blending traditional crafts with contemporary fashion, his signature style draws out from the exquisite handiwork that forms the base for his magnificent collection.

**Designed for:** Kareena Kapoor, Hrithik Roshan, Cate Blanchett, Joseph Fiennes etc.

**Flagship Stores:** Delhi, Mumbai

**Official Web Page:**www.valaya.com

**5. Rohit Bal**

Described as “India’s master of fabric and fantasy” by the Time Magazine, Rohit Bal stands proud as one of the most celebrated fashion designers of India. With his proficiency in exquisite detailing, Rohit Bal is the owner of some of the most ethereal creations that have been exclusively handcrafted by local craftsmen.

**Designed for:** Cindy Crawford, Naomi Campbell, Pamela Anderson, Amitabh Bachchan, Deepika Padukone, Aishwarya Rai Bachchan etc.

**Flagship Stores:** Delhi, Mumbai, Kolkata, Ahmedabad, Chennai

**Official Web Page:**[www.rohitbal.com](http://www.rohitbal.com)

**6. Ritu Kumar**

An extensive knowledge of art history and musicology made Ritu Kumar, a revivalist in the field of fashion. In her efforts to revive the traditional craftsmanship, she played a major role in creating employment in the underdeveloped areas. Apart from her own collections, Ritu Kumar has also designed wardrobes for the contestants participating in Miss Universe, Miss World and Miss Asia Pacific.

**Designed for:** Priyanka Chopra, Vidya Balan, Aishwarya Rai Bachchan, Lara Dutta etc.

**Flagship Stores:** Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Surat, Jaipur, Dubai etc.

**Official Web Page:**www.ritukumar.com ,www.labelritukumar.com

**7. Wendell Rodricks**

Known for his minimalistic style of designing, Wendell Rodricks is not only a renowned fashion designer but a fashion journalist as well! His passion for white is a word-of-mouth in the fashion industry. Being a patron of Goa, he keenly promotes the Goan artists through special exhibitions.

**Designed for:** Sonam Kapoor, Deepika Padukone, Rekha, Evelyn Sharma etc.

**Flagship Stores:** Goa

**Official Web Page:**[www.wendellrodricks.com](http://www.wendellrodricks.com)

**8. Sabyasachi Mukherjee**

One of the most talented designers of the Indian Fashion Industry, Sabyasachi Mukherjee is known for his ethereal bridal collection embellished with fine detailing. His creations have a reflection of the ancient and the medieval ages. The originality of designs is his area of specialty! He is also the only designer to have been invited to showcase his collection at the Milan Fashion Week.

**Designed for:** Aishwarya Rai, Vidya Balan, Neha Dhupia; Films like Guzaarish, Babul, English Vinglish, Paa etc.

**Flagship Stores:** Kolkata, Mumbai, Hyderabad

**Official Web Page:**www.sabyasachi.com

**9. Vikram Phadnis**

Besides designing for some of the biggest names of Bollywood, Vikram Phadnis has also established himself as a celebrity stylist. His exclusive collection includes bridal as well as prêt-à-porter wear. In his 15 years of career, Vikram Phadnis has adorned the fashion industry with his elegant work and style.

**Designed for:** Karisma Kapoor, Soha Ali Khan, Ayesha Takia, Malaika Arora Khan etc.

**Flagship Stores:** Delhi and Mumbai

**Official Web page:**www.vikramphadnis.com

**10. Manish Arora**

Another renowned name in the fashion industry, Manish Arora launched his label in the year 1997. He is known for the candid use of vibrant colours and kitsch motifs that build up his collection.

**Designed for:** Lady Gaga, Rihanna, Katy Perry, Britney Spears, Sonam Kapoor, Kangana Ranaut

**Flagship Stores:** Delhi and Mumbai

**Official Web Page:**www.manisharora.com

**TEXTURE**

Texture constitutes an important chapter in fashion designing Because texture greatly affects the look of a garment, the feel, its lucidity in a way influencing the appearance of the person wearing the garment.

Texture is basically connected to the weave of the fabric. Sometimes we can texturize the fabric by adding stitched details, pin tucks and embellishments as well.

Each fabric has its individual character and charm – a wise choice of mix & design to fit the silhouette of our body can result in exquisite fashion. But before we evaluate the myriad charms of different types of fabric it is necessary to understand the importance of texture.