

News monitored for: Pepsi - Brands

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Liquid diet

FASHION Wendell Rodricks is set to present a water-themed collection at Lakme Fashion Week

The Lakme Fashion Week (LFW) kicks off in Mumbai today. Goa-based Wendell Rodricks, who will showcase at the Week, is all set to pay tribute to water through the clothes; with Himalayan natural mineral water being the show's sponsor, the collection is symbiotically called 'Himlayan Live Natural'.

Minimalism rules

Over phone, Wendell, the master of minimalism, elaborates on the collection's theme in terms of tangible design elements. "We're going in four directions. We're highlighting the natural properties of water, so we've used all natural dyes in the opening section. Then we're concentrating on the fluidity of water, which will be in one section. There's the sparkling quality of water in the third. In the fourth sequence we've done evening wear, couture, a lot of red carpet stuff; it's about how water can inspire that," he says.

It being a few seasons since LFW went in for a schedule change – wherein the August/September event showcases Festive/ Winter and March/ April presents Spring/ Summer, instead of the other way round everywhere else – Rodricks clarifies that though festive, the collection is definitely not winter. (His label doesn't do Winter anyway.)

Spring-Summer

Come October, the designer will also be taking part in the Spring/ Summer 2012 edition of the Wills Lifestyle India Fashion Week in the Capital. Work on the collection will begin after LFW.

It's been a slew of brand partnerships for Rodricks lately. The Polo commercials are already on television, the 'mint with the hole' idea translating into circular cut-offs on sorbet dresses. There was also the collaboration with Bombay Dyeing, wherein he created five lines



CHOOSY Wendell Rodricks

for the brand – Victorian Vintage, White Light, Ethnic Graphic, Art Nouveau and Florascent.

The designer maintains it isn't a case of spreading oneself thin. "I have been very choosy about the brands that I associate with. We've got so many offers in the past for many brands and if it wasn't a good fit we haven't really gone with the brand. Because in the end it's not just about the money, it's about the brand in which it's fitting. We've gone into various projects if my philosophy and the philosophy of the brand matches," he replies.

However, on a point of intense curiosity – on the book that he's penning on the clothing traditions of Goa – that is likely to be out next year, it's total silence.

SHALINI SHAH

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