



“Fashion fades, only style remains the same”  
— Coco Chanel

“Omplea bogor pikona”  
— Anonymous

ANNE HATHAWAY BELIEVES IN LOVE AT FIRST SIGHT  
...ON PG 4

# A Himalayan Water Theme

## ...to sizzle the Ramp



Model, Surelee Joseph, Ashok Nambodiri, Chief - Sales & Marketing, Nourish Co Beverages Limited, Manasi M, Wendell Rodricks and Diva Dhavan

Wendell Rodricks is at it again: a new Himalayan water collection ready to be unveiled at the Lakme Indian Fashion Week. In a heart-to-heart with Herald, the ace designer crafts out his designs

all through August and September. And we are ready to unveil our Himalayan water collection.”

Sounds interesting? So what is this organic collection about? And what is the link to his favourite natural element, water? Wendell enlightens, “The theme is based on water and one of its natural source, the Himalayan range. For this collection, I have used very light colours, they are soft pastels like shell pink, light blue and very light yellow. Whereas in my Blender’s Pride collection, I’ve used very bright colours.”

Elaborating details on the collection, Wendell elucidates, “I have four sections to this collection. The first one, I have worked with natural dyes of pastels and just linen and cotton. The second section is more fluid with the quality of water where I have given this ripple effect. I feel proud that the Himalayas belong to India and so it is a blend of Indian mix-and-match where I also have a sari in this section. In the third section, I have given sparkle.”

Perfect fluid quality and the sparkle of water! But I just cannot wait to hear about the final section. Wendell enlightens, “For the final section, normally people always talk about the Red Carpet. But I want this to be different, so I will be having the entire ramp in pink carpet – the very distinctive, high fuchsia pink; the Indian Rani pink.”

From the ramp to the décor, to the makeup and hair, everything will be attuned to the theme. Wow! Sounds like a dream!

Goa has been a constant inspiration for those amazing creative juices to flow. So, how can any collection be complete without the involvement of Goa in it? Is that why the theme revolves around water? Wendell replies, “The very reason I live in Goa is because of the abundant natural fresh air and spring water. I sincerely believe in water therapy. I consume a large quantity of water, it is a particular brand of natural water which I even wash my hair with when I am out of Goa. I sincerely believe that it makes a difference to my healthy skin and hair.”

As for the involvement of local labour, the designer has gone a step further. “This time I have used local artisans for both the technology and the other areas,” he informs.

In the pipeline, there is something brewing on the international front. But that is for later. As for now, Wendell is all set to get the ramp sizzling like always!

### CHRISTINA VIEGAS

goasheartbeat@herald-go.com

Sexuality, grace, fluidity and serenity is what comes to mind when we say Wendell Rodricks. Always one to epitomise minimalism in perfect style and called the ‘Guru of Minimalism’, Wendell is excited and all set to unveil his latest collection inspired by water and the Himalayan range. Tell him, it seems an exciting period for him? Gushing, he replies, “Yes, a lot is happening at present and everything is going together in such a visible way. The Polo promo is on every single fashion magazine and on television channels. In fact, they sunk in 2.8 crores just for the television channel and out of 120 tons of the mint, 80 tons sold out in the first week itself!” Wow very impressive!

Wendell enlightens further, “The Blender’s Pride is going on presently in four cities of India,

