

News monitored for: Frito Lay - Brands

THE HINDU
METROPLUS
WEEKEND

Unrestrained fun, unlimited colours

FASHION Designers Shantanu and Nikhil have unveiled their 'baked' chips range

A piazza filled with colours so dramatic, it created a visage of a painter's colour palette spilled with all vivid hues. And as the models walked the ramp in designer duo Shantanu and Nikhil's latest spring-summer collection, the audience was left spellbound by the ultimate fusion of high contrasts with sheen and flowing fabrics for the new season.

The designers were present at Hotel Oberoi this past week to launch their latest collection especially for the food and beverage giant Pepsico's new Lay's 'baked' chips. Their fashion collection for young women is inspired from the Lay's baked philosophy of "unrestrained

fun". Launching their new line, the designers said, "The collection is inspired by unlimited fun, full of colours, exuding the values that Lay's baked range stands for. It caters to young and hip audience, who are confident, stylish and outgoing - and what better colour palette to symbolise this than green, yellow and red!" The entire collection sends a message to young women to express themselves and not be afraid to show their individuality.

While models were seen wearing essentially short, gleaming and bold dresses, the colours went beyond the frontiers - beginning with basic shimmer

gray and beige, passing through silver and gold and finishing with all the colours of the rainbow, turning individualism into a cult. Showstopper for the collection - Sarah Jane Dias, walked the ramp dressed in an asymmetrical yellow short dress with all frills and packets of lays baked chips serving as the only adornment.

Global approach

Taking cue from their design philosophy, Shantanu & Nikhil believe that their designs can be worn by a woman who is global in her approach and likes to carry a little bit of ethnicity in her

attire. "The new season is all about light and flowing fabrics like chiffons and satins, paired with beautiful laces and minimal embellishment," says Nikhil, who suggests long flowing gowns in bright fuchsia pink and oranges paired with off-whites for the brides-to-be soon.

Dressed in a smart black jacket and matching trousers with only tan-coloured shoes breaking the monotony, the designer duo claims to promote a healthy lifestyle which is why their designs are commonly available in sizes 8 and 10 and are priced in the range of Rs.14000 to 35000.

PRAMEET NARULA CHOUDHARY



GLOBAL LOCAL Shantanu and Nikhil displaying their latest collection