

PRIA KATAARIA PURI



PRIA KATAARIA PURI

# Pria Kataaria Puri – Designer

## **Objective**

To create a positive brand image and create media buzz for the affluent designer Pria Kataaria Puri



# Pria Kataaria Puri – Designer

## **Some Major PR Activities**

- YouMe&We has handled Pria in LFW for 6 seasons since 2008
- We have launched over 12 collections for Pria Kataaria Puri
- YouMe&We has managed press and media coverage for various events that Pria Kataaria has been a part of. To name a few:
  - Pria as Brand Ambassador Cappuccino Collection Jewellery
  - Pria's & M.F. Hussain conversations before his demise
  - Showcase of Rajputana Collection at Novotel Hotel
  - Pria Kataaria Puri immortalized on canvas by artist
  - 3 day Grant Charity Event 'India Fashion Week' in Geneva for royalty of Switzerland was highly publicised in Mumbai, Delhi, Chennai & Bangalore



- Pria's success after-party at Diplomat Lounge, Ghyatt for LFW A/W 2011
- India Resort Fashion Week Preview Soiree at LIV for Pria
- Pria's red carpet collection launch at IIJW 2012 (Jewellery Week) for Cappuccino Collection
- Pria putting together looks for Priyanka Chopra & Mahie Gill for Zanjeer 2
- Picasso collection showcase at India Resort Fashion Week, Goa
- Pria's collection showcase at Mc Dowell's Signature Premiere Derby 2013
- Pria being a part of BETI show for Shashi and Anu Ranjan

- Pria Kataaria Puri at the Chennai Fashion Week
- Pria's showcase at Bangalore Fashion Week
- Pria's showcase at Kuwait Fashion Week
- Pria's showcase at Dubai Fashion Week
- Pria's collection launch at Pune store
- Marketing Support i.e. hoarding suggestions, magazine tie-ups and related logistics

## **Results**

Pria Kataaria Puri has widely build a positive brand image and an esteemed relationship with an array of press. She is recognized as an established and internationally acclaimed designer having great respect as well as positive brand recall

# Follow the leaders

Making a style statement in going to be a cakewalk in 2012. All you need to do is follow the lead from these design gurus, writes Nimisha Thwait



Bombay Times

# Sea fairies

Update your beachwear wardrobe with ideas from the recently concluded India Resort Fashion Week 2011 in Goa

MINT

By Neha Choudhary

Goa-resort-fashion-week

1. **Angeline David:** Bright colors, all about, deep neckline straight from the beach to the party.

2. **Nandini Kumar Khanna:** A bright one-piece jumpsuit - ideal for parties that start in the day and end with the night.

3. **Sudha Mahesh:** Shorts and open shorts - a must for shopping trips or for just lounging at the hotel.

4. **Priya Kataria Puri:** Long in the flow with the light - best for a day of lounging around.

5. **Sharon and Nandini:** Light, breezy, all about to change and change - for the beach look on a night about town.

6. **Sanjay:** White and draping - it's perfect for an afternoon on a yacht or "by invitation only" get together.



DNA After Hrs

# TOI - Address



hangout is their large family TV room with a pantry kitchenette on the right in the middle of all the bedrooms. Here's where they watch late night movies cuddling up on their favorite sofas and lounge and enjoying late night snacks, hot chocolate, tea, peanut butter sandwiches, popcorn, etc. In the morning their garden cabana is their favorite place for breakfast and coffee. Priya says, "The garden is a best place to spend time and start off the day. The greenery around and the flowers along with the fresh air soothe you and prepares you for the day ahead."

**B**usiness man Sumeet and his fashion designer wife Priya Kataria Puri have their favorite place at their sprawling house in Kuwait. In the evening their cozy

## STYLE SHEET

## Stripe tease, the nautical way

Graphic, chic and timeless, nautical stripes are once again back in fashion this season. There is nothing that screams summer more than French sailor stripes.

Nautical stripes are one of the most minimalist patterns and look great when combined with classic pieces like blouses and high-waisted trousers. But any advice would be to try to think out-of-the-box this season and take the pattern to a whole new level of form and function.

They can be best worn as tees, tops, blouses or also can look best as shorts, cardigan, hair bands. The ensembles can stand out the best when striped shorts and plain tees are teamed up

with bright effervescent colour belts or shoes.

Also a striped chiffon blouse teamed with skinny navy blue jeans and bright and bold accessories like red pumps or red will add oomph and make stand out in the crowd.

If you want to keep it simple and sober for the day you always go for a short co-ord teamed with solid or necessary to add that touch

giam quotient. Not to forget not all body sizes or shapes can carry this. Nautical stripes look best on tall, thin and lean people. People who are heavy and are a bit huge should avoid wearing nautical striped tops or pants as it would attract attention to all the unwanted

flash.



Eva Lencz



## I prefer safe investments

Priya Kataria Puri is a Mumbai-based renowned fashion designer. She is known for her bohemian style.



Asian Age / Deccan Chronicle

Indian Express Chennai

Asian Age / Deccan Chronicle



**me-time**

# JUST LIKE HEAVEN

**PRIA KATAARIA PURI**

The one place where I love to be all alone and spend the time with myself is on a rooftop terrace. The weather here is just what I need to relax and unwind. I love the view of the city from up there. The terrace gives me a lot of space to think and to be alone.

Evening strolls are my thing. I love to go for a walk in the park and enjoy the fresh air. I love to see the city lights at night. I love to feel the breeze on my face. I love to be alone and to be in my element.

I visit this place with my laptop, drawing books and like to sit and design clothes here.

Every weekend for bathings, swimming, playing volley ball, badminton, tennis and drop down here.

At night I love to go for a walk in the park and enjoy the fresh air. I love to see the city lights at night. I love to feel the breeze on my face. I love to be alone and to be in my element.

Asian Age /  
Deccan Chronicle

# Massages are Pria's relaxation recourse

Celebrity fashion designer **Pria Kataaria Puri**, who manages a high-profile and often tiring career, feels that mental harmony is of paramount importance

Fashion designing is an extremely creative field, and it often exhausts a person mentally. There are times in a day when you feel totally drained and stressed out because of work and other related matters. In such a situation, it's very important for me to calm my mind and de-stress so that I can concentrate on my work completely. I find physical exercises extremely fulfilling; they give me mental peace, and this is what works best for me personally.

To rejuvenate my mind and forget about stress, I dance, walk or run. Apart from that, massages are also a great way to unwind and give my body and mind the relaxation that it needs. Massaging myself helps me de-stress, and body massages are the best way to do it. I love going to the gym. Usually I do this.

To rejuvenate my mind and forget about stress, I dance, walk or run. I have a gym where I go six days a week and feel great. Apart from that, massages are also a great way to unwind and give my body and mind the relaxation that it needs. Massaging myself helps me de-stress, and body massages are the best way to do it. I love going to the gym. Usually I do this.

**PRIA KATAARIA PURI**  
FASHION DESIGNER

Asian Age /  
Deccan Chronicle

# PRETTY PANTS

A big trend on the Indian ramps was embellished leggings and textured churidars for Fall. **Nehruva Thewari** decides the look.

Celebrity fashion designer **Nehruva Thewari** has decided the look for Fall. She has chosen embellished leggings and textured churidars. She says that these are the perfect pieces for the season. She also mentions that she has been inspired by the colors and textures of the Indian landscape. She has also mentioned that she has been inspired by the colors and textures of the Indian landscape.

Bombay Times

**fashion folio**

# It's time for code orange

**PRIA KATAARIA PURI**

This spring bright tangerine and oranges would look fabulous in almost all styles ranging from brightly printed kurtas to a sumptuous heavy churidar gown. I would also recommend figure-hugging silk, lycra, mesh kurtas in orange shades teamed with simple white T-shirt and accessories with alternating orange flower clip in your hair or an orange belt to look your best this season.

This hue is very vibrant, so one should wear only one thing in orange at a time. Orange must dress with orange bag or orange shoes. It is a big no-no. If you want to have it simple and not go over the top, then you can neutralize it down by teaming up orange with metallic hues or neutral colours like white or black.

This colour is such that you can wear it on any occasion, be it morning or evening. The only thing important is how well you carry it off with the right sense of style and confidence. For daytime, it needs to be worn casually and only one.

Asian Age / Deccan Chronicle

**"MF Hussain is not my name"**

Excerpt from artist's latest book 'Conversations'

**Pria Kataaria Puri**

I have been a fan of MF Hussain's work for a long time. I have always admired his bold and expressive style. I have always admired his bold and expressive style. I have always admired his bold and expressive style. I have always admired his bold and expressive style.

HT Cafe

# AND THE FASHION COUNTDOWN BEGINS

**PRIA KATAARIA PURI**

The countdown to the fashion season is on. I have been working hard on my collection for the past few months. I have been working hard on my collection for the past few months. I have been working hard on my collection for the past few months. I have been working hard on my collection for the past few months.

Mid-Day Bangalore

# THE SHOWSTOPPERS DO THE TALKING

**PRIA KATAARIA PURI**

The showstoppers are the ones that make a collection. They are the ones that make a collection. They are the ones that make a collection. They are the ones that make a collection.

DNA Bangalore

# Dual inspiration, single collection

**PKI merges the concrete and abstract.**

**PRIA KATAARIA PURI**

The collection is a blend of concrete and abstract. It is a blend of concrete and abstract. It is a blend of concrete and abstract. It is a blend of concrete and abstract.



**Marlette Valdez, 25,**  
communications  
professional

- The first step is to identify the problem or goal that the organization is trying to achieve
- The second step is to identify the stakeholders who are affected by the problem or goal
- The third step is to identify the resources that are available to the organization
- The fourth step is to identify the constraints that are limiting the organization's ability to achieve its goal
- The fifth step is to identify the risks that are associated with the problem or goal
- The sixth step is to identify the opportunities that are available to the organization
- The seventh step is to identify the threats that are facing the organization
- The eighth step is to identify the strengths that the organization has
- The ninth step is to identify the weaknesses that the organization has
- The tenth step is to identify the areas where the organization needs to improve

**"I love how the outfit makes me look so chic and glamorous, it's very high-fashion but wearable."**



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# FEMINA



## ARABIAN NIGHTS

A deep-toned whistling dervish from Istanbul makes alongside a reemerged African statue. Next to it is a Japanese inspired bronze figure. What links the three is the shade. In the quiet neighbourhood of downtown Seoul, stands fashion designer **Pra Kantaria Puri's** mansion. This is where she places different artifacts together in a colour story where they blend to form a narrative, discusses **Nazim Mudda**

Does your city's transit planning include efforts to encourage seniors and people with disabilities to use public transit? If not, it's time to get involved in the transit planning process of your city or county. For more information, visit [www.ada.gov](http://www.ada.gov).

**A** rising stock market means more profits, liquidity, and the ability to invest in new technologies, the "good" of a booming economy. But it also has its bad parts. The rising stock market made it an ideal time for the "big short" of the 1920s, when investors bet that the stock market would crash. And it's also a time when the stock market can be manipulated by a few powerful players, as we saw in the case of Enron.

# VERVE

**VERVE**

**“I create trends rather than follow”**

Call it serendipity or innate ability, glamorous and vigorous fashion designer Pina Katowitz Part has an answer for all the fashionistas to get nervy. Having won numerous national and international awards, she has received vast recognition for her work since she started her label in 1990. Read on as she sheds light on her passion in life and her love for innovation.

## Food & Night Life



**PRIA KATARA PURI**

11. How are you celebrating/observing/observed's Day this year?  
 HRP : We'll like to celebrate the occasion probably by going out for a concert, dinner or a trip to an exotic destination.

FL 361 is about your Timberline account. Stay off road!

14. Tell us something about your education that

**POP:** To hammer's 1 on every or other steel, then goes off with the full electric assistance.

16. What do you think is going to be the trend for

**FOR** more than 40 years, we have been the nation's leading provider of

Games and people are a recipe for trouble, greed, strife, envy, jealousy, and hatred will soon follow and when it is all over with you at least one billion

15. What are the risks and benefits of a corporate buyback?

**His secret?**  
RFP: I want some fun, so all the assignments, in one fit and fold, to be held against my legs.

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JATTINN KÜCHEN

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## Exercise

## FUS10

Need for the space and all the rooms, to  
also increase the security and the

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

# Fusion Life



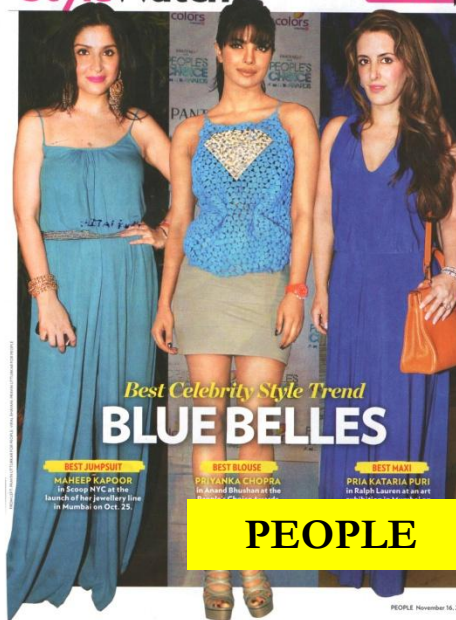
# Images Business of Fashion



*Like Spanish tapas and Italian minipasta, Lebanese meze are small dishes that bring a variety of colours, flavours, textures and aromas to the table.*

# FEMINA





## Best Celebrity Style Trend BLUE BELLES

**BEST JEWELLERY**  
WAHEEB KAPOOR  
in Sangeet NYC at the  
band of his jewelry line  
in Mumbai on Oct. 25

**BEST BLOUSE**  
PRIYANKA CHOPRA  
in a blue blouse at the  
band of his jewelry line  
in Mumbai on Oct. 25

**BEST MAKEUP**  
PRIYA KATARIA PURI  
in a blue blouse at the  
band of his jewelry line  
in Mumbai on Oct. 25

PEOPLE

PEOPLE November 16, 2

LETS TALK

# Pria Kataria Puri

What have been your earliest memories with fashion (during your school and college days)?  
My earliest memories of fashion is actually seeing my mom impeccably dressed in chiffon, kurtas, sarees, long masks, bangles and big necklaces which always inspired me to take up fashion.

How do you always wanted to be a designer or did you have other plans?  
I always wanted to be a designer. I was very fascinated seeing my mother going for parties. She was a gorgeous lady who had a great taste of fashion. For me to see her so well dressed was an inspiration. So I decided to be a fashion designer.

How were your initial days in the industry?  
My initial days were pretty easy as I

didn't have to struggle much. I got my first break when my graduation collection was showcased at San Francisco Fashion Centre. Bianca Jagger & Anna Trump both loved and applauded my collection. This collection was also published in India because of which I got my first boutique contract.

A few lines about your journey so far in the industry.  
I have had a pleasant, interesting and learning journey. I have travelled to many countries for the last 15 years from San Francisco, Delhi, New York, Mumbai to Rome and art those places.

How is Priya like when she is not wearing the designer hat?  
I like travelling to new and exotic places on weekends. I do not travel, I indulge in watching movies, dancing, exercising and running. I also love going for home riding, scuba diving and ice skating during my free time.

How is Priya like when she is not wearing the designer hat?  
I like travelling to new and exotic places on weekends. I do not travel, I indulge in watching movies, dancing, exercising and running. I also love going for home riding, scuba diving and ice skating during my free time.

## STUDENTS

## DNA AFTER HRS

showcase her creations at a special Diwali show in Geneva



Weight Loss

showcase her creations at a special Diwali show in Geneva

## GIVING BACK

Pria will be displaying an Indo-Western fusion collection comprising saris, tunics and kurtas inspired by the rich Persian culture. "Last time, my kaftan collection was very well-received. I've kept the designs very luxurious and elegant. I've also designed a range of silk scarves which will be sold on the charity's website. Such events are a great way to display Indian fashion on an international platform," adds the designer who hopes to raise a considerable amount from the show.

Aside from her charity initiative, Pria has her hands full with a number of other projects. "I'm working on a new line for the resort fashion week in Goa later this month, which is inspired by the works of Picasso. I'm also busy with my first film project, *Zarjeer 2* and have just finished working with Mahie Gill and will soon start styling Priyanka Chopra," she adds.

I've kept the designs very lush and elegant. I've also designed a range of silk scarves which will be sold on the charity's website. Such events are a great way to display Indian fashion on an international platform," adds the designer who hopes to raise a considerable amount from the show.

## FIT BY DESIGN

A fashion designer sketches her own blueprint to get back into

Pria Kataria Puri remembers being roused by her dad at 6AM daily as a child to accompany him on his morning walks or for tennis classes. "At that time, my brother and I had the show and never really understood the importance of physical activity. But today, as I get older, I realize how critical those habits were in laying the foundation for the way of life. As I grew up I developed an interest in adventure sports and other sports activities," explains the 39-year-old fashion designer. "So I was fairly fit through most of my youth."

**THE GAIN**  
Pria's woes with her weight started after her first pregnancy when she developed thyroid problems. "After my first delivery in 1994 I was losing a lot of weight. Tests indicated the cause was due to a hyperthyroid condition. She was put on medication and told to eliminate all soy products and the mineral zinc from her diet. Over 3 years Pria's thyroid condition got corrected and she was taken off medication.

Ironically the situation was reversed after her second pregnancy in 2000. "I became hypothyroid which caused me to pile on almost 15 kilos."

**THE REALIZATION**  
Puri's ballooning waist was quietly noted and commented upon. "My profession is such that I have to attend a lot of parties, even international fashion events, to meet important people, interact with high profile celebrities. It got embarrassing to keep answering the question 'What's wrong with you?'" Her size began to list a shadow on her self image.

But more frustrating for Puri was the sense of chronic malaise. "My back hurt. I was lethargic, perpetually out of breath. Mentally and physically I was not myself. I didn't feel good from within," she recalls.

**THE CHANGE**  
Unfortunately, Pria's hypothyroid condition caused her metabolic rate to drop steeply, making weight loss an uphill battle. "I could stand all day long and still not lose a gram," she says grimly.

Pria's father researched her condition on the internet and came to the conclusion that the only way she could shed the extra pounds safely was to follow the Organic way of life.



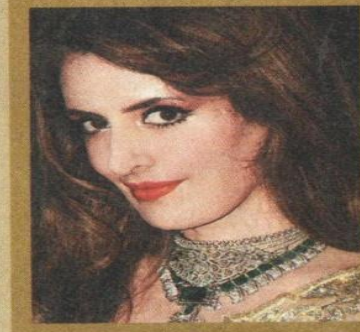
Designer Pria Kataria Puri remained true to the meaning of resort wear, while presenting her collection at the India Resort Fashion Week show. It was filled with jungle prints, sequined bikinis, tassels and hand-work on robe-like jackets.

Called 'Picasso', it was inspired by the artists' early paintings in Spain. Shades of brick, blue and pink were used. "I developed over 15 prints for this collection,"



## >>> DESIGNER PRIYA KATARIA PURI:

"Jewellery is not only a piece of art and adornment but also a great investment, as gold and precious stones have great resale value and are only going up in price. I prefer to spend on jewellery as it value appreciates over a period of time. It can be passed on to the next generation too. Fine jewellery not only enhances one's look and beauty but also adds character to one's persona! I am fond of wearing jewellery as it adds the right amount of bling both, for day and evening wear. I have many favourite pieces in gold and diamonds. Mostly all are gifted by my family or bought on important occasions such as Dhanteras, birthdays, anniversary, so they do have a sentimental value in my life! Some are heirloom pieces from my family. At the moment, I am in love with my emerald diamond necklace: it has big square emeralds with diamonds and has a vintage art deco design. And my diamond and diamond hubby."



## BOMBAY TIMES

(Compiled by Purnima Goswami Sharma)

## RAMP RATS 35 MINUTES

## Picasso perks things up

PRIA KATARIA PURI shared her designs for Apoorva Lakhia's remake of the 1973 blockbuster *Zanjeer* with D KAUSHIK

commented the designer, who added that it was for women of all age groups.

"The garments featured, include dresses, kaftans swimwear, skirts, tops, jumpsuits and maxi's." Puri opened the collection with a gold bikini with an asymmetric crepe cover. The she moved to extended shoulder tunics, a dolman sleeve shift dress and a swirling flared frock.

with batwing sleeves. Colour-blocked jersey shifts, contrasting bikinis, jumpsuits with slit legs and saris with printed pallus were the other highlights. Pria reserved Nicole Huber, Miss Paraguay 2011, as her showstopper. She glided down the ramp in a stunning black sequin bikini with a long, fringed cover.

"Whatever I design

that she is designing for Apoorva Lakhia's remake of a 1973 blockbuster *Zanjeer*. Puri sourced some clothes from Paris, Geneva and Kuwait. "Priyanka plays a modern-day version of Mala in the film and must be portrayed as a style icon. Anyhow, she is a seasoned fashionista, who knows what she wants. Mahie Gill, the other actress who appears in the film, is a gangster who appears in a role that might

## THE PIONEER



STUFF



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APPLE IPHONE 5

from \$45,000 | apple.com/india

The queue managers came out to hold back the surging mob and we had to rub our eyes to reconfirm if we were actually looking at a retail store in Mumbai and not Manhattan. The iPhone 5 hype gripped the nation right at time for Diwali shopping mania, and the faster A6 chip, better 8MP camera and thin light design made it easy for everyone to flood their Facebook walls with the perfect candle lit shots. The real beauty of this heavy hitter is not in the specs but the subtle details. Apple hasn't made changes for the sake of it. This is engineering of its lines and something you will only appreciate once you get your hands on it.

HOW YOU VOITED  
Samsung Galaxy S III (20%)  
Sony Xperia S (10%)  
LG Optimus P (10%)

Model: Shikhar Patil/Photo



LAST RESORT

We wouldn't be caught dead in most of the designs on display at a recently concluded fashion week

Shweta Mehta  
@shweta.mehta@theasianage.com

One didn't even have to be at the India Resort Fashion Week, held in Goa last week, to gauge that it was nothing short of a disaster — in terms of the designs showcased.

NARENDRA KUMAR  
Nari's collection, 'Urban Resort', was one of the few highlights of the week. It was well-tailored, laidback and extremely wearable. There were shaded dresses and separates, flared pants and kaftans in tangerine, mint and neon shades. Two thumbs up.

GOODE VASANT, PRIA KATARIA PURI  
Reasonably good collections, but nothing that stood out. We quite liked some of the flowing pants and tie-dyed shirts for men (below) by Gogge. Priya's execution of her Pioneer-inspired collection was quite striking too. This ensemble (above) was one of our favourites.

THE NEWSPAPER

HT CAFE

STYLIST: DILNAZ KARBHARY  
STYLING: JACQUELINE FERNANDEZ  
(RACE 2 PROMOTIONS)

STYLIST: PRIA KATARIA PURI  
STYLING: PRIYANKA CHOPRA AND MAHI GILL (ZANJEER)

I have styled Jacqueline in nets, laces in French patterns and fabrics that are embroidered to look like lace. For some events, I gave her a bling look with crystals and sequins. The basic colour palette I am sticking to is pale, buttercup peach, powder blue and shades of ivory and grey," says Dilnaz. "Jacqueline has a beautiful face and can carry off both Indian and western outfits. She has a slender body so she can sport peplums which are very in, but something most Indian women can't sport as they are heavy on the lower half of the body."

Retro chic is ready to stage a comeback thanks to this remake of *Zanjeer*, in which Priya has created the looks for Priyanka and Mahi. Priyanka plays the sassy Mala and Priya has given her outfits that reflect her personality. The designer says, "Priyanka plays an NRI in the movie and wears glamorous Indian and western outfits. I have dressed her in shorts, dresses, jeans and kaftans." Styling Mahi was a challenge as this is the first time she's playing a seductress clad in western wear, in contrast to the ethnic look she's sported for the most part in previous films. "Mahi plays a gangster's moll and has to look super sexy. The first time Mahi saw the six-inch heels I had bought for her, she was flummoxed. It took some convincing to get her to wear them," laughs Priya, adding, "Mahi has a very sophisticated look in *Zanjeer* lots of

in focus  
Pria styles PC's look in *Zanjeer*

AGE CORRESPONDENT

Designer Priya Kataria Puri is excited to style Priyanka Chopra's look for the much-awaited *Zanjeer 2*. This will be Priya's first venture into Bollywood. "This is my first assignment with Priyanka Chopra. She is one of the most talented actresses we have in Bollywood. I thoroughly enjoyed styling her. Since she plays an NRI in the film, I have designed her clothes, which are modern and reflect the taste of global women. Furthermore, I have styled the clothes keeping in mind the trends for 2013. Emphasis on quality, attention to detail, fabric development and intricacy would reflect in her each outfit. All the clothes would define both the character and Priyanka's new stature as a global artiste," says Priya.



Curves ahead

While she has never lacked for style, it is Priya Kataria Puri's leaner look and sharp curves that are turning more heads than her designer togs. The transformation is unmistakable. The Kuwait-based celebrity designer who was in Mumbai recently for some socialising, seems to have discovered the secret to knocking off those stubborn pounds. We hear that the compliments her curvaceous avatar is getting has inspired her to let her usual muses take a back seat. "I am not at all a bad idea."

AFTER



BEFORE









## HAUTE

# BRAND WAGON



**Shout It!**

**This is my second Bangladeshi Fashion Week. Putting and I am looking forward to it. I am very impressed with the way it is organized. I feel the models here are better than the ones who participate in**

**Effortlessly glamorous**

**For the second time, Bangladesh Fashion Week has taken the fashion world by storm. The event is up and running once again, and it's no surprise. With it's can't miss toasts and runway shows, it's the second Bangladesh Fashion Week, and it's a testament to the way it is organized. I feel the models here are better than the ones who participate in**

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Crème de la crème of Mumbai city stepped out in all their finery at the launch of Cappuccino Collection Jewellery at Tote, which announced renowned designer Prita Kataria Puri as its brand ambassador. The do-saw Mandira Bedi, Arjan Bajwa, Evelyn Sharma, Madhoo Shah, Vikas Bhalla, Sonu Mohapatra, Marc Robinson and many others dazzling at the event.



## DNA AFTER HRS-BANG

I have started developing a flair for limited edition pieces with a bit of history and contemporary relevance. For example Audemars Piguet have created a limited edition timepiece in honour of Barcelona footballer Lionel Messi – widely considered

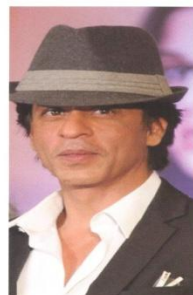


**KANGANA RANAUT**  I feel that the new Swarovski Elis Bangle limited edition is as wonderful as wonderful can be. A shining example of high-fashion watchmaking, the purple version of the Elis Bangle comes in right on trend. The bracelet's mini crystals have been intricately set to form an eye-catching wave.



Being in the creative field myself, I can identify with the Nebula collection. Its a wonderful eclectic collection of solid gold watches, which blend the finest craftsmanship in jewellery making with watch technology.

My personal favourite is the Nebula Calligraphy - a collection inspired by the art of Calligraphy. It is pristine, pure and beautiful.



The new Tag Heuer CARRERA collection  
is all about speed, emotion and prestige.

# WATCH MARKET

like Leonardo DiCaprio and  
We know who we are and  
elegance, which comes nat-  
pace, we never rush. We tal-  
I just love the black dia-  
timelessly elegant dial and

12 | **ADC** | TOWN & ABOUT

## Brand new

**SMILING**  
and sparkling was

Pria Katakari  
Puri as she was  
named brand  
ambassador of  
Cappuccino  
Collection  
Jewellery. Hosts  
Manish and  
Jyoti Shah  
welcomed the  
merry mix of  
guests at Tote  
included Mandira  
Bedi, Evelyn  
Sharma, Neeta Lulla,  
Arjan Bajwa,  
Shaheen Abbas,  
Yohan, Michelle and  
Delna Poonawala,  
Sona Mohapatra,  
Drashita Sarvalya,  
Madhoo Shah,  
Waluscha and Marc  
Robinson. And Teesha  
Nigam on song added to  
the action.

## AFTERNOON DC

## Expert View

Fashionista and avid traveller **Pria Kataria Puri** gives us a low down into what to shop for at some of the world's best shopping destinations.

**LONDON:** Shopping aside, a visit to London is incomplete without experiencing its afternoon teas and accompaniments. Pack a bunch of scones, cookies, chocolates, teas, cheeses, jams and English sausages at the Harrod food court. Harvey Nicks, Harrods and Selfridges are top three must-visit stores in London.

They stock some very interesting collections of English designers that are not easily available, especially for Cashmere jackets and trendy trench coats. Men must pick shoes from Church's — they're of excellent quality smart and at reasonable prices. London also has some great flea markets — Portobello Road and Kings Street opposite Albert and Victoria Museum should not be missed.



**Priya Kataria**  
Fashion Designer

**PARIS:** Other than cheese and chocolates, buy winter wear. Luxury furs, leather goods such as jackets, gloves, wallets and handbags are probably the best. Paris. Shopping can get quite expensive in Paris but the quality of the goods really commands those prices.

**DUBAI:** If you like bling, Dubai is tailor-made for you. Mall of the Emirates and Dubai Mall are two of the best places to shop. You'll find practically everything under one roof — from goods to economical shopping, electronics, fashion, make-up, shoes — it's all there. Best for shopping for summer wear. Resort wear, dresses, tunics, jeans, tees, Dubai's kind of collection that is great to flaunt.

## SWISS AND NARENDRA KUMAR



**What:** Launch of the Swiss 2012-13 calendar  
**Where:** Liberty Cinema, Mumbai  
**Who:** (Clockwise from far left) Pravin Meckie and Jamal Meckie; Jean Philippe Benoit and Narendia Kumar; Alankisha Nanda; Apolsha Chopra; Bina Aziz; Farhat Ismail; Divya Mohita; Raafi Padmal; Rajiv Rai; Rashmi Uday Singh; Rahul Akerkar and Malini Akerkar; Nazir Hussain; Sunil Padwal and Tanuja Padwal; Maneelou Phillips and Matthew Foss

THE CAPPUCCINO COLLECTION



**What:** Unveiling of brand ambassador  
**Where:** Tote, Mumbai  
**Who:** (Left to right) Jyoti Shah, Poo Katania Puri and Manish Shah

# BLACK BOOK

## ET TRAVEL



***Thank You***



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