



Swapnil Shinde

Swapnil Shinde – Designer

Objective

To create a positive brand image and create media buzz for the young and doue designer Swapnil Shinde



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Some Major PR Activities

- YouMe&We is handling Swapnil Shinde since 2009, around 8 seasons of LFW and over 10 collections
- YouMe&We has managed press and media coverage for various events that Swapnil Shinde has been a part of, to name a few:
 - Bangalore, Hyderabad and Chennai Fashion Week
 - IIJW 2012
 - Various shows in tier 2 and tier 3 cities like Lucknow, Indore, Cochin, Calcutta and Pune

Pria Kataaria Puri – Designer

PR Support Activities

- YouMe&We gives media gifting ideas and also takes care of the logistics for the same

Results

Swapnil Shinde has widely build a positive brand image and an esteemed relationship with an array of media personnel and publications. He is recognized as an established designer with a perfect amalgamation of skills and vision

Pics: Rohan Shrivastha; styling: Nitasha Gaurav; make-up and hair: Namrata Sood

Lost & found in FANTASY LAND

Thanks to her elfin charm, Shruti Haasan looks like a character from fantasy lore. She sizzles up in this haute photospread



Dress: Drishya



Mirrors lie... beauty lies in the eyes of the beholder

Dress: Gaurav Gupta; ring: Carlo Cottage



Shadowy lingerie... but they fail to hide the red passion of her heart

Midnight black... join and pleasure join forces to conquer her soul

Dress: Varun Bahl; shoes: Steve Madden; hand ornaments: Swastika; Space by Elna Anilwalia



White magic... who needs spells when you have love?

Dress: Swapnil Shinde

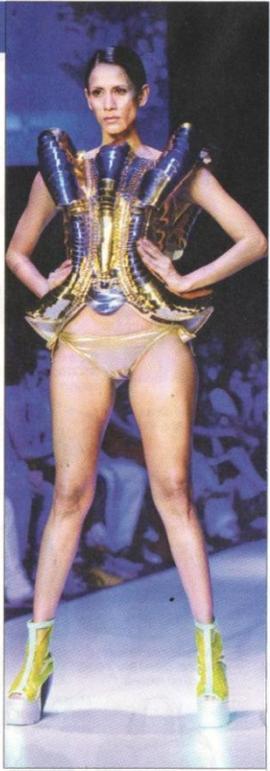
SWAPNIL SHINDE

"A diva is someone who is not afraid of the critics. Like singers Lady Gaga, Katy Perry and Adele (who has a unique sense of style that is different from the togs you see on the red carpet). As far as real women are concerned, she'd be the girl who wears a lehenga-choli with shoulder pads to a wedding!" says the designer whose ready-to-wear pieces also have a couture element. And it's alright to have "a bit of an attitude" according to this designer for whom the mysterious Egyptian queen Cleopatra is the greatest diva of all time. "That just goes to show your confident side."

So, when he was looking for the showstopper for his most powerful creation at his Spring/Summer 2012

iDIVA

Chaalbaaz and Nagin. It's a futuristic metallic bikini with a reptilian slant. "Putting swimwear on the ramp is a risk, but Kavita had the body and the confidence to carry it out with power," he says.



SWAPNIL SHINDE

PETERSOON



Sanaya Chavda

Ditch the boring blacks and embrace the hottest hue this season - midnight blue. Often sported by Hollywood beauties Salma Hayek, Eva Longoria and Danni Minogue, closer home it's Soha Ali Khan and Evelyn Sharma who have made this colour their own.

Also known as royal blue, this deep shade adds an elegant touch to any outfit. And it's not just women who are loving it, but menswear collections by Prada, Diesel and Acne had the colour trending across runways.

Designer Mahika Mirpurkar believes that as we approach the year-end, deeper colours tend to be in vogue. "Midnight blue looks lovely when worn at night. It's very eye-catching and works well with both Western and Indian silhouettes. Team it up with gold sandals for a touch of glam or play it down

with nude shoes for the day" suggests the designer who incorporated it in her latest collection. Known for his affinity for black and white, designer Arjun Khanna says that this shade of blue is the new black. "A lot of men are bored of the stark black and are opting for this hue that matches beautifully with greys and beiges. Historically midnight blue was the colour of old school blazers so it's very accepted and versatile. It works just as well on sherrattis and bandhgolas, and can be worn in the evenings without looking too formal," he says.

Men are increasingly opting for this colour over the regular black and chocolate brown, says designer Swapnil Shinde. "It's masculine but with an edge, and midnight blue in velvet looks fantastic for evening suits. Further, it suits the Indian skin tone because it highlights the skin, as opposed to black which stands out more; this colour has a subtle charm," adds Swapnil.

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A model in a Jean Paul Gaultier outfit

Touted to be the new black by designers, this royal colour is a must have in everyone's wardrobe this season

Oh, so blue

COLORME BLUE Left: right: Camelia Soha Khan, Deepa Misra

AT HOME WITH TENETS OF TIME

AN ECLECTIC POTPOURRI OF ARTIFACTS CAN MAKE YOUR ABODE A MASTERPIECE

SWAPNIL SHINDE'S TRAVELS HAVE BEEN A MEDLEY OF CAPTURED MOMENTS...

As a designer, I rarely shop for clothes. Shopping in an exotic land for me is to collect things for my home, something that embellishes the home to make it one of character.

1 I am not much of a shopper, but I like to buy antique pieces and national birds of every country. One of my favourite birds is the Mauritian national bird Dodo that's extinct. It is right above my television and is in front of me all the time. It's a grey bird with a dark grey beak, white face. It's about six inches in size.

2 I like antiques. When I was studying in Milan, I collected antique mirrors. They have a strong Gothic influence and one of those rare mirrors I picked up has gargoyles on the sides with the mirror in the centre. I had bought this from a street called Duomo in Milan.

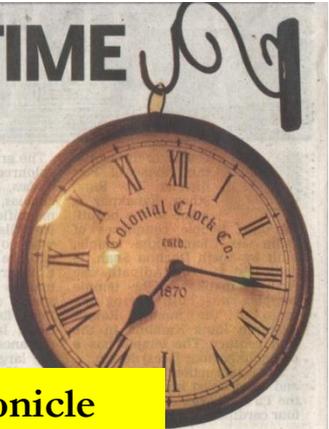
3 Different versions of Lord Ganesha from across the globe have made way into my apartment. Three very special Ganeshas are from God's own country and Delhi. The one carved in a raw coconut is from Kerala and two very animated paintings, I picked up from Play Clan store in Delhi. Another special one is from Bangkok and has a very Thai and Malaysian feel to it.

4 New York's antique markets are places I often visit and pick up stuff from. At one of the flea markets called Harlem

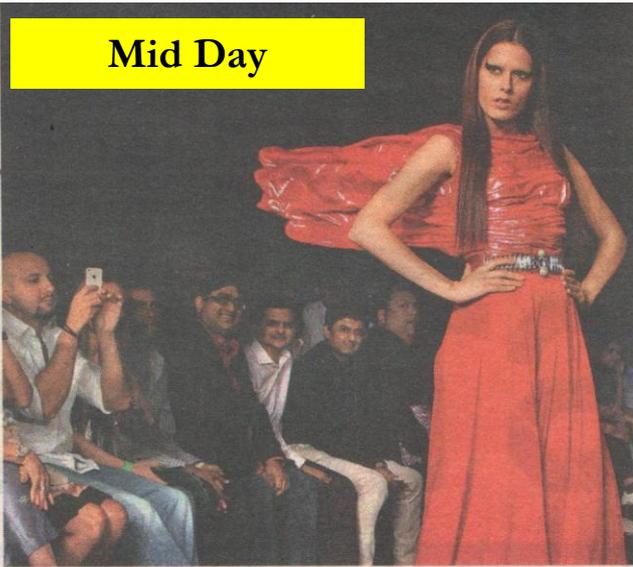
5 From Malaysia, I picked up the Petrona Towers forks. The stem of the fork is a Petrona Tower and is in a metallic gun metal colour. More than using those for dining, they are like a design feature at home on the table.

6 Another interesting wall in my apartment is the Archies wall in the reading area. Old Archies comics cutouts have been framed and displayed on the wall.

7 I have also framed certain fashion moments and displayed them on a wall. These have been collected over the years from different places. One of them is an image I found in Kamatipura of a very old tailor stitching blouses for the girls in that area, behind him in the picture is a wall where he has displayed all the pictures of starlets he had stitched blouses for. These are very spe-



The Asian Age/Deccan Chronicle



Fying pallus and other drama

Swapnil Shinde's show spelt theatre, complete with laser lights and Bollywood horror chic

Sitting in the front row at designer Swapnil Shinde's Frozen Fragility show made us feel as if we were in watching an eerie movie in a cinema hall. His supporters hooted for him, which could be heard over the din of the loud background score, a remixed version of the song 'Kahin deep jale kahin dil'. On cue, with the haunting score emerged a flash of laser lights.

Shinde's collection was inspired by the horror films of 1950s and '60s Bollywood. Models sashayed in flowy, billowy silhouettes; we spotted an ode to the trademark flying pallu. Shinde used cinched waists to hark back to the era too. The elaborate wing-like shoulders made the models

look like they were floating on the ramp. Shinde created different textures with the help of pleating and crimping. The sari gowns make for great red carpet outings and the golden chunky belts helped add some bling to the monochrome outfits. The colour palette ranged from black, silver and white to bold red and yellow. Gauging from several collections by Indian and international designers, chunky metallic embellishments and armour-like detailing seem to be trending big this season.

- DHARA VORA



For videos from LFW, go to www.mid-day.com

आगता... असले तरी रॅम्पवर मॉडेलिंग... फॅशन वीकसाठी निवडण्यात आलेल्या ३२ मॉडेलिंगपैकी केवळ हेमांगी पाटे ही एकमेव मॉडेल मराठी आहे.

रॅम्पवर एकमेव मराठी

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लक्ष्मी फॅशन वीकमधल्या मॉडेलिंग, त्यांचे रॅम्पवरचे नजर, डिझायनर्स सोळाव्यावरच मीडियाचे लक्ष असत. गेल्या वर्षी लॅम्बेने रॅम्पवर उतरवलेल्या विदेशी मॉडेलिंगस्टार बराच हेगामा झाला होता. त्यामुळे देशी मॉडेलिंगना संधी कमी मिळाल्याबद्दल अनेक मॉडेलिंग मराठीगिरी खवलत केली. पण, यावर्षी मात्र चित्र बदलले. यंदा सर्वा फॅशन वीकसाठी निवडून घ्यालेल्या ३२ मॉडेलिंगपैकी जेमतेम वार ते पाच मॉडेलिंग विदेशी आहेत. बाकी देशी मॉडेलिंगनाच जास्तीतजास्त संधी दिली गेलीच. मराठी डिझायनर्सची संख्या याल लक्षणीय असली तरी मॉडेलिंगमध्ये मराठी नाव मात्र एकमेव आहे.

हेमांगी पाटे हे एकच मराठी नाव त्यामध्ये दिसत. गेली काही वर्षे या क्षेत्रात असलेल्या हेमांगीने अनेक चांगल्या डिझायनर्ससाठी फॅशन शोज केलेले आहेत. उत्तम डेची आणि फिटनेस चांगलेच हेमांगीची यामुळे आपले स्थान सिद्धच आहे. एवढेच नव्हे तर मराठी मुली जेवढे इंडस्ट्रीत येण्यास उत्सुक असतात फॅशन इंडस्ट्रीचा सोळाव्या महत्त्वाचा सोळाव्या मानल्या गेलेल्या या फॅशन वीकमध्ये मराठी मॉडेलिंगची बाजवाच दिवून येते. त्याउलट अभिजा डोंगरे, वैशाली शंदगुळे, स्वप्नील शिंदे या मराठी डिझायनर्सची डिझाईन्स याल पहायला मिळाली.

फॅशन आयजर्मी रिवायल्सच्या डिरेक्टर अंजना शर्मा म्हणतात की, 'जेव्हा वर्षीपेक्षा यावर्षी आपल्याकडच्या मॉडेलिंगचे प्रमाण जास्त आहे. अम्ही दिलेल्या निकषांमध्ये ज्या मुली बसतात त्यांना आम्ही मॉडेलिंग म्हणून संधी देतो. कारण



फिटनेस नाही

एक काळ असा होता जेव्हा उजला राऊट, मधु संपे अशा मराठी मॉडेलिंग रॅम्प जायजत होत्या. पण आजच्या मराठी मॉडेलिंगचे तसेही किंवा इतरही पोटॅन्शियल आहे. पण अनेक मराठी मुली फिटनेस फिटनेसकडे लक्ष देत नाहीत. शिवाय रॅम्पवर पायाच्या लाजाणाच्या कपड्यांबद्दलही अनेकीना रिझर्व्हन्स असतात. फिटनेस किंवा इतर क्षेत्रात मुली त्यांच्या आवडीचे कपडे घालू शकतात. पण, रॅम्पवर मात्र डिझायनर देईल तसेच आणि तितकेच कपडे घालावे लागतात. ते शॉर्ट अस्, शकतात, पारदर्शक अस्, शकतात. मराठी मुली रॅम्पवर न दिसण्याचे हे कारण अस्, साहेल



HT Cafe

For terms 'Mingque' wear usually means six-figure 'HT' tags and a dominating fashion influence. But including in the collection Fashion Week will definitely not hurt your budget.

Nidhi Lulla, who traded her usual colour palette for all pastels in her new collection this year, admits that she had to keep the 'retro' wardrobe in mind when tackling on the runway. "The concept is on affordable fashion where all the garments are below ₹10,000, with many less than ₹5,000. I target a younger crowd, who prefers simple, minimalist designs. They are six and six months."

Shinde started his career designing for college students with limited budgets. Now, even years later, he's not far from it with children, but will continue bringing his designs below the ₹10,000 mark.

Fashion statement jewelry is an area which has the most trouble with pricing. Nidhi Arora had to balance her creativity with her customers' willingness to pay. "I spend time and money developing designs and sourcing materials. But the market is developing and, soon, people won't mind spending on unique pieces."

For more info on the collection, visit www.htcafe.com

Price tag: ₹5,000 Available at: Fashion Week

Price tag: ₹4,000 Available at: Fashion Week

Price tag: ₹3,500 Available at: Fashion Week

Price tag: ₹3,990 Available at: Fashion Week

Speedy show

LASERS

danced through the air at the high-energy DHL show with 'Speed' as its theme. This two-part show at LFW featured the creations of Shivan & Narresh and Swapnil Shinde. Gliding across the black acrylic ramp was the shimmer of metallic sheen with fabrics inspired by the gloss of a horse's skin in the swim and cruise line by Shivan & Narresh. And Swapnil showcased his 'Frozen Fragility' line inspired by Bollywood's horror films.

SWAPNIL SHINDE CREAT

Thank You

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MEDIA RELATIONS | MARKETING INTELLIGENCE

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