

**FASHION SPEAK**



@Melons India



@Mona Shroff



@Rashmi Solanki



@Jef Albea



@La Intimo



@NIFD Bandra



@Jef Albea



@NIFD Bandra

# INSIDE OUT

**Meher Castelino** brings us all the hottest and most glamorous trends from the India Intimate Fashion Week 2018.



@Mona Shroff



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THE THEME OF IIFW 2018 WAS 'BOO THE TABOO' WITH AN AIM TO SPREAD AWARENESS ABOUT INNER WEAR.

The second edition of India Intimate Fashion Week (IIFW) 2018 featured six shows at the Leela Hotel Mumbai but the event confused the audience since it was held for only half a day; thus giving a new dimension to the word 'week' and its use. The theme of IIFW 2018 was 'Boo the Taboo' with an aim to spread awareness about inner wear, which is the most important part of clothing for men and women. The shows featured resort jewellery, bridal wear, intimate wear for men, women and plus sized people as well as student inspirations for swim wear and inner wear.

**MONA SHROFF - DAZZLING INTERNATIONAL GLAMOUR**

Opening the event was the very feisty Mona Shroff, who made a rocking entry on the

ramp with her 'Rio Carnival' line of accessories. The Mona Shroff brand started in 2011 has been a favourite at stores like Selfridges London, Galleries Lafayette Paris and 28 department stores in the UAE. Her jewellery is manufactured in Italy and Brazil with gold plating in 18-22 K and semi precious stones.

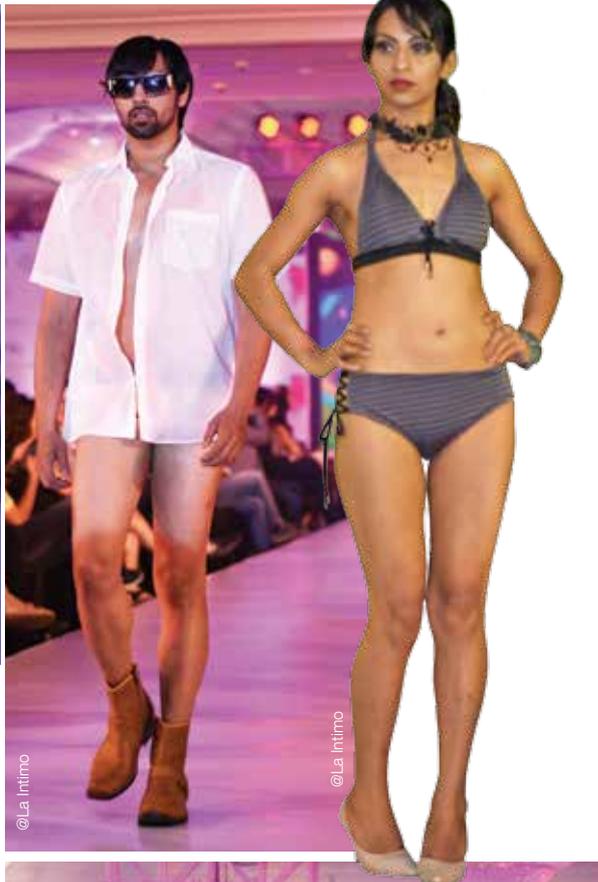
Adding more excitement to the show were four Brazilian showstoppers whose costumes too were hand made by Ms Linda from the Netherlands. From chunky necklaces with circular baubles to wide cuffs, eye-catching bracelets, imposing pendants, earrings, tantalising rings and belts; the line up was abundant in colour and style.



@La Intimo



@La Intimo



@La Intimo

@La Intimo

### LA INTIMO – UNDERCOVER ELEGANCE

The La Intimo show covered inner wear for men and women in the latest styles. For men there were thongs, briefs, trunks, jock straps, boxers as well as 'G' and 'C' Strings. The collection for women included halter and regular sports bras, plunge bras as well as bikini, lace, hipster, thongs, shorts and 'G' String panties. Colours and fabrics played an important part for the collection along with prints for women's inner wear. There was also a special bridal collection for 'Him' and 'Her' that was daring and different, making inner wear more fashionable and exciting.



@Rashmi Solanki

### RASHMI SOLANKI – A SUMMER COLLECTION

Khadi was at the forefront of designer Rashmi Solanki's collection called 'Khadinarra' for her label Rudra. Solanki created fun resort wear inspired by inner wear looks. She has been designing men's and women's resort wear for several seasons and staying true to environmentally friendly fabrics. Her men's wear collection was relaxed and sporty with short waistcoats and interesting lapels, and cool tunics in interesting striped weaves. The colours for season were neutral pale blues and white for the summer heat.

For women's wear, Solanki included bikini tops, bralets, shorts skirts and cropped jackets. Handkerchief style skirts were cool resort additions. A



@Rashmi Solanki



@Rashmi Solanki

mix of colours in yellow, blue red with prints for capes gave the ensembles a fun element. Will Power tops were colour blocked in pink/blue floppy ruffled sleeves, which added a festive look to the combos, while the collection played with blue, yellow and pale green and a bit of fuchsia. Rashmi's showstopper, Mr World 2015 and Bollywood actor Thakur Anoop Singh, ended the show in a gold khadi silk suit with a printed lining. It was interesting to note that the dyes were created from marigold flowers while the buttons were designed with coconut shells.



@INIFD Bandra

**INIFD BANDRA – RESORT WEAR OFFERING**

From INIFD Bandra, it was a dual collection aimed at intimate and resort wear buyers. The Gen Next designers started with the 'Mystical Egypt' collection inspired by large doses of Cleopatra's influences. This collection displayed exotic and colourful bralets with multi hued motifs for mini skirts, asymmetrical bikini tops teamed with gold briefs and printed trails and gold body suits under printed long white robes. Some off-shoulder minis, one-shoulder swimwear with Egyptian motifs and trailing cape sleeves completed the look. For the 'Grace of Greece' line there were draped sarongs in sheer white georgette for pale yellow bikinis, printed cropped tops and shorts with partial covers and trinkinis with drapes.



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@Melons India

**MELONS INDIA – PLUS SIZE TO THE FOREFRONT**

The plus size Indian brand Melons India, launched in August 2017, presented its first show at IIFW 2018. Created by Kapil Sharma, Varnika Sharma and Niraj Jawanjali; the trio studied the Indian intimate market and presented women's lingerie in nylon, cotton polyester, polyester, spandex and lace fabrics for ladies.

Melons India will be available in SIS and e-commerce sites and at a later stage, there will be plus size leggings, night beach sports and active wear. The looks comprised plus size styles in black, coral, blush, rose, violet, fiery red and turtle green. A variety of beach dresses and sexy sarongs also added to the collection. The line included plunge necklines, under wire bras, full fit bras, curvy t-shirt bras and full figure wire free options.

Priced between R750-R2000 for bras and R500-R1000 for panties, the brand also hopes to educate women on lingerie buying



STARTED 10 YEARS AGO, THE COUTURE BRIDAL LINE FOR THE IIFW 2018 GRAND FINALE WAS A VISION TO BEHOLD.

and while there is competition, Melons India hopes to get to the forefront of the plus size innerwear category. Closing the Melons India show was India's only transgender super size model, Dr Mona Varonica Campbell, who appeared in a slinky purple halter creation. Earlier, she modelled a black corset and micro mini skirt.

**JEF ALBEA – BRIDAL RESORT LINGERIE SPARKLE**

Started ten years ago, the couture bridal line for the IIFW 2018 Grand Finale was a vision to behold. Bringing IIFW 2018 to a glamorous high-octane end was globally well known Filipino designer Jef Albea, whose all-white resort bridal lingerie line was a scintillating offering on the runway. Jef has presented his collections at New York Fashion Week, London and Dubai, with Filipino celebrities among his fans.

The one-shoulder/sleeve asymmetric gown was mesmerising in its craftsmanship and style. The use of illusion effects blended with appliques and cutwork on a sexy bodysuit with a layered white tulle trail was dramatic. The clever placement of cutwork and embroidery came together for a cocktail dress with layers of net; while the cutwork halter gown once again with a tulle skirt was an ethereal entry. For the bride who wants to walk down a sandy aisle to say "I Do", Albea had a transparent tunic-cum-gown over a slim bikini that will up the mercury on any beach.





@Jef Albea



@Jef Albea



@Jef Albea

combination of the two was turned into an eye-catching gown. A solitary red lace bodysuit with a chiffon trail broke the all-white collection but Albea ended the show on a dramatic note with a flared taffeta skirt and an intricate, laced, long-sleeved blouse that was a truly breath-taking entry.

### INNER GODDESSES

Shows like the IIFW work towards a growing cultural shift in the perception of intimate/inner wear. With a theme like 'Boo the Taboo', this edition of the event sought to reverse the inhibitions surrounding the acceptance of niche clothing categories of inner wear, resort wear, swim wear and bridal wear. With a special showcase of plus sized clothing, the show was diverse and inclusive of all kinds of categories. The intimate fashion category is slowly emerging as one of India's largest yet curiously unexplored markets and shows like the IIFW help bring such a sector to the forefront! ■



@Jef Albea

The beauty of white lace was enhanced with just the right amount of embellishments. Strategically placed appliques on a bodysuit were circled with a froth of layered tulle. For easy lounging, the lace playsuit was an ideal offering, along with slender, long, sheer maxis. Playing with multiple strands of white ribbons and golden tulle, the