

LA VAFARA

March 2020

Vol 3 | Issue 2

BOUTIQUE
design

India's best designer
dress where Elegance
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Season II
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FASHION
STYLIST

*Bhavana
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+ 30

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elegant hair. It's all about the
polished look this time.

*Style Guru
Rohit Verma*

Preeti Pahuja Chauha
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Exclusive database edition on fashion

LA VAFARA

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ROHIT KVERMA IS AN ARTISTIC CONTEMPORARY INDIAN FASHION DESIGNER FROM THE CITY OF ALLAHABAD. HAILING FROM A FAMILY OBSESSED WITH FASHION.

HIS ENTHUSIASM FOR DESIGNING STEMMED FROM THE TENDER AGE OF 12. EVEN AS A TEENAGER ROHIT WAS PREOCCUPIED WITH THE NOTION OF HAUTE COUTURE. ROHIT VERMA HAS EMERGED AS ONE OF THE MOST INFLUENTIAL FIGURES IN THE FASHION WORLD, CAPTIVATING AUDIENCES WITH HIS CONTEMPORARY DESIGNS INSPIRED BY TRADITIONAL INDIAN CULTURE.



P
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*"My Style is a
way to say
who I am"*



DM for collabs n fashion shoots!

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FASHION
STYLIST
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Singh*



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Appearance is the part of your business;
You need to invest in that.
#transformwithbhavna



B I O N U D I A N U E

Fashion never goes low as long as minds inspire. The curious heads of designers are observant towards emerging trends and patterns and yet there is always room in the chase for something more. Fashion thrives on change like no other industry. Clothes replace clothes and so much does other stuff yet the desire for a change remains amazingly endless. To be involved with our wearings is one thing we keep private and embrace from within such that life never gets easy whilst fishing the perfect match for our desires and finally where this resolves is within the walls of immense talent for creation in a place called boutique. Here the lucrative collection of suits,

dresses, shoes, and other accessories find their match in the battle of looks where these ideas are glorified uniquely. These boutiques create the flair for natty dresses which are bought by them in obsession for complimenting their looks. Their use of imagination and being creative every day is a must approach along with their excellence at the art of sketching, sewing and stitching. It is a story of energy, effort and expertise well-told after years of learning and unlearning from their creations and the sharing of their abstract ideas with the world continues while digging several new ones. Pic credit www.choosechicago.com/article/s/shopping-and-fashion/5-chicago-neighborhoods-for



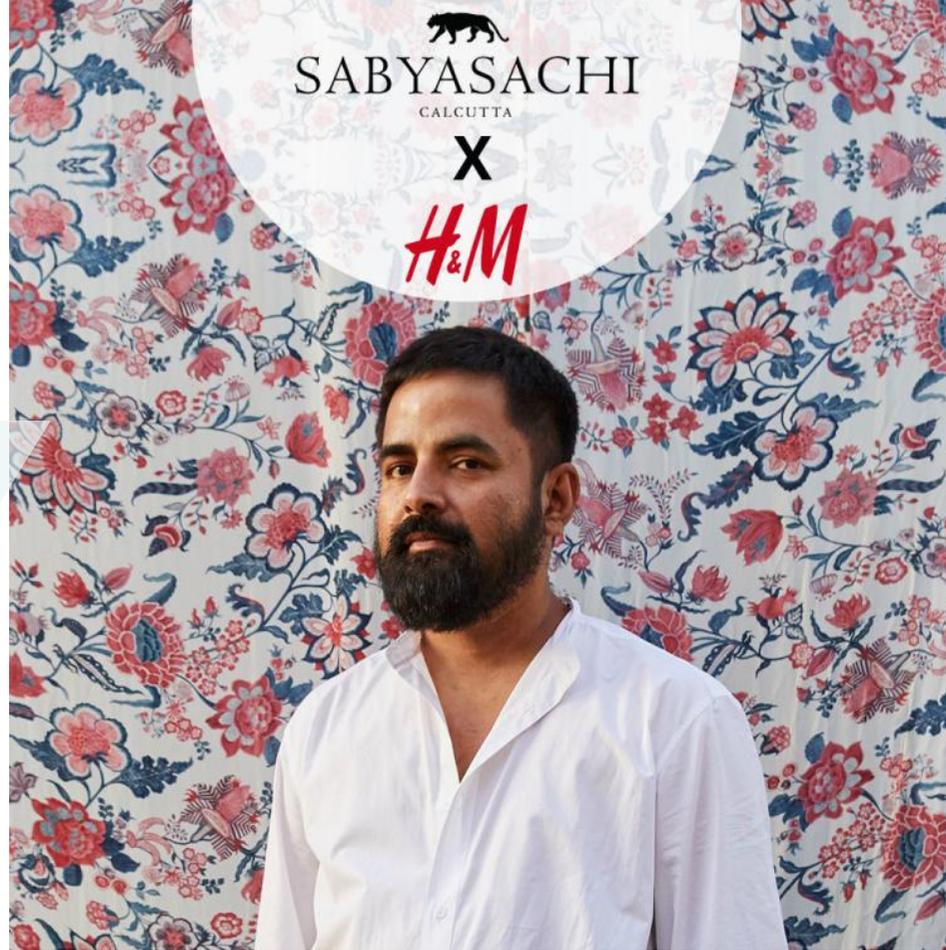
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H&M announces collaboration with iconic Indian designer Sabyasachi



H&M just announced its first global collaboration with the iconic Indian label Sabyasachi. The venture is expected to launch on April 16. The Sabyasachi x H&M collaboration is called "Wanderlust" and will include hand-crafted, eclectic travel pieces that will resonate with the modern global citizen. After collaborating with the likes of French luxury fashion house Balmain and Italian luxury fashion company Versace, website and on Myntra.

Swedish fast-fashion retailer Hennes and Mauritz (H&M) on Tuesday announced its first Indian collaboration with designer Sabyasachi Mukherjee. The designer, under his label Sabyasachi, is known for the use of Indian textiles in the construction of modern silhouettes. The collection will be available in H&M stores in India, at selected H&M flagship stores around the world, on the Swedish fashion giant's

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Chico's FAS, Inc. Introduces TellTale™, its New Digital First Intimate Apparel Brand

Chico's FAS, Inc. (NYSE: CHS) today announced the upcoming launch of its newest brand, TellTale™, an intimate apparel collection targeting women ages 25 to 40. Launching as a digital-first brand, TellTale™ is designed to intrigue customers looking for intimate apparel that is sensual and lets them express their distinct personality. The TellTale™ brand will launch exclusively at mytelltale.com on April 24, 2019.

chico's FAS

chico's

WHITE
HOUSE
BLACK
MARKET

Soma

"TellTale™ allows us to target new customers and offer them a different experience than what we offer through our Soma® brand intimate apparel," said Mary van Praag, President of the Intimate Apparel Group at Chico's FAS, which includes Soma® and now TellTale™. "It's exciting to launch a brand in start-up style, with a lean, dedicated team to allow for speed and agility, and I'm thrilled to have Kimberly Grabel, General Manager and Senior Vice President of TellTale™, lead this effort for us," added Ms. van Praag.

Maison Lejaby launches sports-luxe lingerie, 'Nufit'



The Nufit full brief is a super luxe and extremely comfortable brief by Masion Lejaby. Designed to be invisible under clothing the Nufit range is a great alternative to your everyday set.

Made with an ultra-fine fiber that is super soft to touch. Finished with a stylish elasticated trim in a sport luxe design. French Lingerie brand Maison Lejaby has launched its first 'sports-luxe' collection. On launching the new collection, called Nufit, Lejaby said its aim was to bring to market something "young, sporty and seriously sexy". Nufit is a hybrid collection that seeks to link "lingerie to fitness,

modernity to timeless elegance, technical skills to simplicity, and fashion details to discretion", the company explained. It is a French House which since 1930 has been cultivating its corsetry expertise through the know-how of its creative workshops in Lyon. It perpetuates and reinvents in the rules of the art lingerie of quality with the noblest materials and precise cuts.



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Satya Paul launched its first ever pret' label 'Club SP' at an event hosted at Amazon India Fashion Week Autumn Winter 2017 with a capsule line from the designer Nina Mahmood. The new pret' line of the brand also includes a capsule from the designer Nida Mahmood.

This collection is immediately available to buy exclusively on Amazon Fashion. Known for her distinct designs and eclectic usage of colors, the designer Nida Mahmood puts her design aesthetic in her capsule collection for Club SP that includes 20 distinct styles from her. The launch soiree witnessed a camaraderie of like-minded guests who appreciate finesse in

fashion such as Poonam Bhagat, Azmina Rahimtoola, Sabina Chopra, Narendra Kumar, Masaba Gupta, Rakesh Thakore, Rohit Gandhi, Rahul Arora, Suneet Varma, Designer Pawan Sachdeva, Nitin Bal

Anupama Dayal, Charu Parashar, Rashi and Gautam Bhimani, Tarina Patel, amongst others. Nida Mahmood puts her design aesthetic in her capsule collection for Club SP that includes 20 distinct styles from her.



Rekha Boutique

They are specialising in HD and airbrush makeup for weddings , editorials & photo shoots, store that sells stylish clothing, jewelry, magnets or other usually luxury goods, They are now focuses on not just styling, apparel, and accessories for women but loving, serving, and giving generously to people in need. Purpose Boutique partners with a variety of brands that empower people worldwide who have been exploited or disadvantaged

Manoj Kachhawah

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Lakmé

Fashion Week to launch LFW 2.0 at Summer/Resort 2020



The 5 - day fashion extravaganza is scheduled between February 12-16, 2020 at JioWorld Garden, BKC, Mumbai. Paying tribute to its 20-year anniversary, LFW will have a celebration of curated experiences and special events under LFW 2.0 edition.

Lakme Fashion Week is India's biggest and prestigious fashion show with lots of new ideas and brands coming just to showcase their creativity. Buyers will have ample

opportunity to know different high-end brands. You will get to see talented, promising designers as well as established brands and if you are a buyer this is your chance.

Fashion Leaders Reiterate Call for Climate Action, On the sidelines of the 25th session of the Conference of the Parties (COP 25) to the UNFCCC, a group of 86 fashion companies called on political leaders to help deliver ambitious and effective climate action. The fashion companies released a communiqué at an event

celebrating the one-year anniversary of the Fashion Industry Charter for Climate Action. The Fashion Industry recognizes that current solutions and business models will be insufficient to deliver on the climate agenda and that the Fashion Industry needs to embrace a deeper, more systemic change and bring to scale low-carbon solutions.



We, the fashion company signatories to the Fashion Industry Charter for Climate Action, ask the political leaders of countries with major fashion production and consumer markets to partner with us to bring the industry in line with the Paris Agreement goal of average global temperature rise to 1.5 degree Celsius

The global fashion sector launched the charter at UNFCCC COP 24, with the aim of addressing the sector's climate impact across its entire value chain and achieving net-zero emissions by 2050. The Charter contains a series of principles addressing climate change, including a target of 30% greenhouse gas



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Queen In Style

BY ISHIKKA JOLLY

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Pernia Qureshi's first sustainable line Gur. Fashion entrepreneur Pernia Qureshi joins the sustainable fashion movement with the launch of her clothing line Gur. Qureshi also launched a Gur store in Mumbai recently at multi-brand luxury fashion house Le Mill. The collection includes skirts, frocks, tops and maxi dress in different shades of white, orange, yellow and blue among others. This fresh line of clothing features intricate embroidery and detailed motifs. Gur creates womenswear using organic fibres extracted from various unconventional sources such as milk, rose, banana, eucalyptus, aloe and orange.



The collection includes skirts, frocks, tops and maxi dress in different shades of white, orange, yellow and blue among others. This fresh line of clothing features intricate embroidery and detailed motifs. In an Instagram video Qureshi said that with a promise to be as close as possible to the environment the brand works with no-plastic policy. So the garments are free from any plastic details such as buttons and zippers.

Bhanu Kalaivani

Makeover
Artist

MUNNAR & COCHIN
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*A Magic
Touch*

9497444473

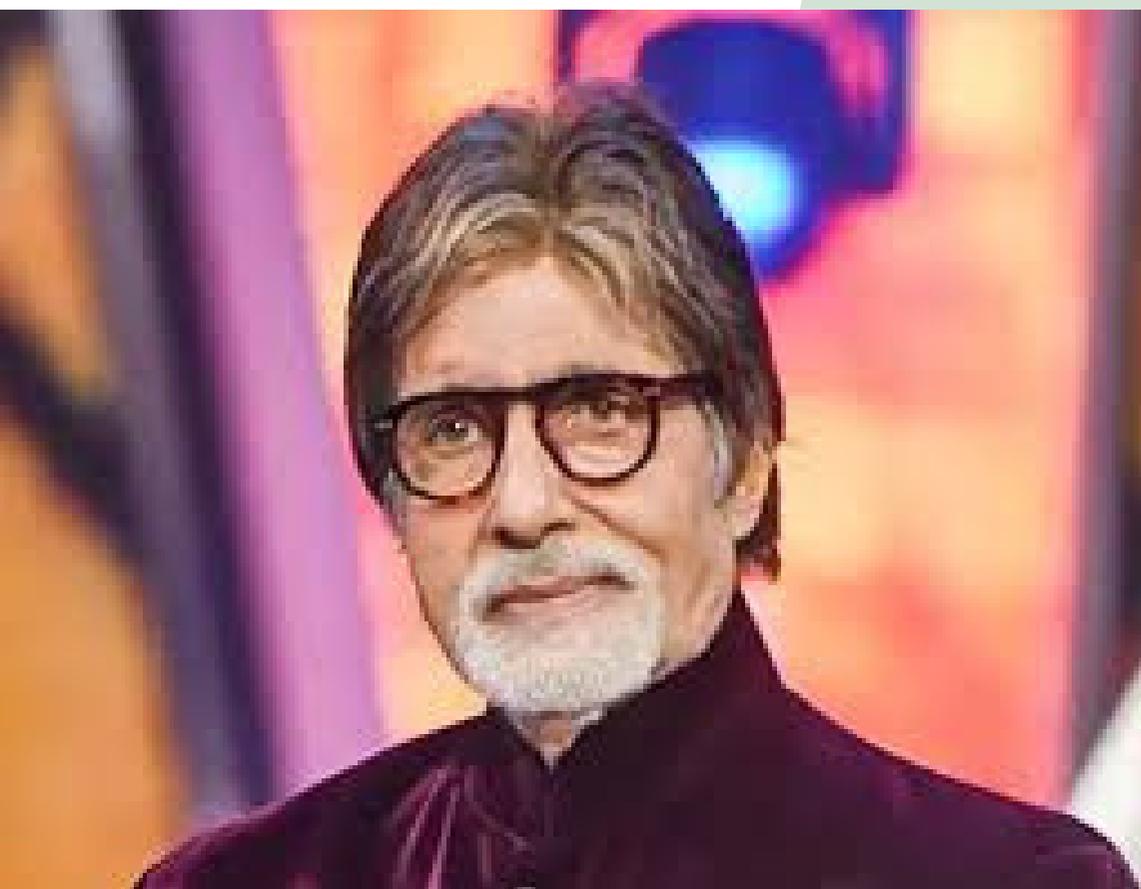
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MAKE-UP-ARTIST-
645382468945967/



Bollywood Legend Amitabh Bachchan

joins Manyavar family. Bollywood legend Amitabh Bachchan has been roped in as the brand ambassador of clothing line Manyavar. As a part of the association, Big B is being seen donning the brand's latest collection through a slew of commercials spread across TV, digital and social media. Commenting on the association, he said: "I am proud to have associated with Manyavar. More than anything, it is Manyavar's belief in Indian culture and tradition, which I totally appreciate. It resonates with my beliefs and sense of belongingness with the timeless Indian tradition. This Diwali, I urge everyone to celebrate traditionally."

Amitabh Bachchan is a living legend both on and off screen; his values and legacy resonate in his sense of fashion and style. The diverse roles that he has played in his career - his timelessness and trust with people across India echoes with the brand's aim of providing futuristic Indian wear designs, which will boost fame of Manyavar indeed.





CHANDERLATA BHARTI

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A-16, Samarpan Building 4th Floor Maneklal Estate,
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Myntra sets target to reach \$2.7 Bn GMV run rate by FY19-end

Online fashion marketplace Myntra is inching closer to profitability in the current financial year, underpinned by robust topline growth at group entities that together have more 40% share of India's web-based fast-fashion industry. The combined entity of Myntra and Jabong is looking to shrink its negative EBITDA margin lower to (minus) 2-3% by Q4FY18, inching closer to the much-awaited breakeven target. This news page credit goes to <https://retail.economictimes.indiatimes.com/news>



Myntra Fashion Brands, which houses the private labels for the e-tailer, turned profitable about four months ago, making up 24% of the top-line. However, Narayanan maintains that the firm will not widen the scope of private labels beyond 35% as a larger private brand focus would limit the pace of growth.

The Indian fashion industry clocked a GMV of around \$2.8 billion in 2016 and is expected to close 2017 at around \$3.1 billion, according to data from RedSeer. Myntra and Jabong cumulatively account for about 42% of the total industry GMV, gunning for a larger share of the market next year.



E - COM is the next big thing: Rohit Bal

Ace designer Rohit Bal feels online retailing is going to take over the fashion industry in the coming time. Rohit, who will be designing for the online fashion portal Amazon, said he is very excited about collaborating with an e-commerce company. "E-commerce retail is reigning the future and we have just stepped into the future. They have spoken to me that they want me to design a collection for them. "You will be seeing a lot of collections by me for Amazon and not only fashion but we will also do accessorising, home products and whatever we can do," Rohit told .

The 53-year-old designer said collaborating with the online store has been the most important decision made by FDCI ever and it will give Indian designers a unique platform to showcase and retail their work."The partnership between Amazon and FDCI is monumental and epic for me because it is beneficial mutually in an incredible way," Rohit said on the sidelines of an event where Fashion Design Council announced its partnership with Amazon for India Fashion Week. This news page publish credit goes to <https://retail.economictimes.in> diatimes.com/news



Sofia Carson Named Revlon Ambassador

Sofia Carson is the new ambassador for Revlon. The actress and singer joins elite models Ashley Graham and Adwoa Aboah. Her campaign includes the ColorStay foundation, Super Lustrous Lipstick, and ColorStay Eyeliner. "It is an honour to be an ambassador for such an iconic and historic brand like Revlon," Carson explained. "I think using my platform is my biggest responsibility as an artist and as a woman in this world, so to be a part of a company that truly stands by that is an honour." This news page publish credit goes to <https://www.thetrendspotter.net/>



Jean Paul Gaultier Names Last Couture Show

Jean Paul Gaultier has announced his last Haute Couture show. Celebrating 50 years in the industry, the French designer will retire from the fashion industry. He will continue his fragrances and high-end collections, but he will no longer create the pieces himself. "Now I am going to give you a scoop. It will be my last couture show. You have to come, you can't miss that... but, but, but, I assure you, Gaultier Paris will go on, the haute couture will continue," Gaultier explained. "I have a new concept. I will tell you about it later, all the little secrets. To be continued! Kisses, kisses."

The 67-year old ceased creating ready-to-wear clothes in 2015 to focus on Haute Couture. In 2018, he launched a cabaret show based on his life story named 'Fashion Freak Show' in the Folies Bergere theatre in Paris. The Haute Couture shows will continue with a 'new concept'. Although there is no exact certainty of what the designer will do, a representative said he would be back. This news page publish credit goes to <https://www.thetrendspotter.net/>



Statement Large Chain Necklaces

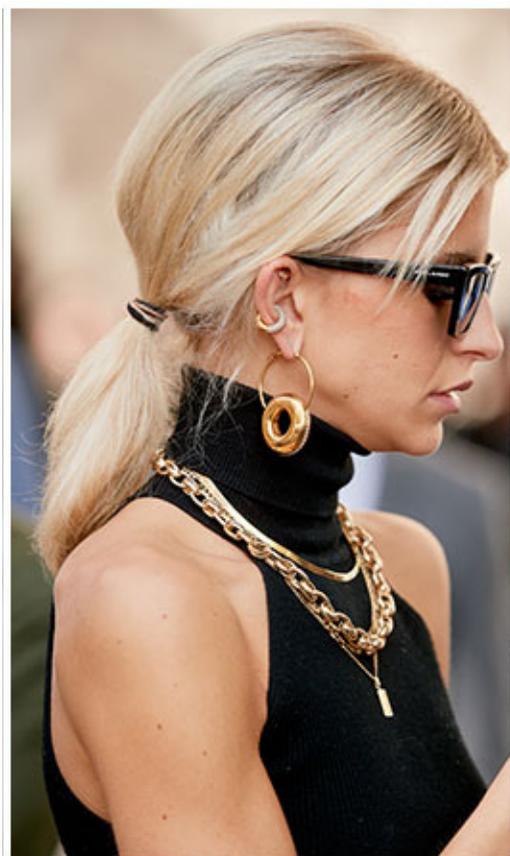
Every month of the year, an outfit would not be complete without a stunning piece of jewelry. It's no different in 2020, as large chain necklaces make their way to the forefront of the season.

From oversized and chunky designs to a delicate yet statement piece, these accessories are an easy way to tie an outfit together. Pair it with a blazer, rollneck, or even a sweater



Strappy Sandals

As trends come and go, one will always remain in style: a sleek pair of sandals. This season, there has been a myriad of square toe shoes making the rounds, and for a good reason. This flattering design, with a strappy finish, elongates the legs and creates a unique silhouette for any outfit you're wearing. Article credit www.thetrendspotter.net/accessories-trends-2020/



Soft Clutches

If you've been following the latest trends, you'll know that the soft clutch is the ultimate bag of the season. Initially designed by Bottega Veneta, this is an oversized and plush accessory that looks stunning on any occasion. Easy to carry and with an abundance of room inside, these gorgeous handbags look like a pillow and are a dream option for any style



ANKANA MEDIRATTA

Makeup By Ankana

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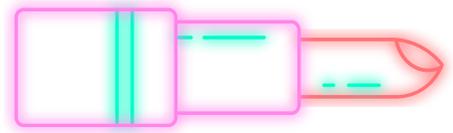
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Ankana Mediratta is a Professional Makeup Artist who caters to one's concern for the desired makeup look and helps to achieve it By creatively using her makeup application techniques to enhance one's inner beauty.

Judy Chicago to Design Dior Haute Couture Show

Dior has announced Judy Chicago as the designer for 2020 Haute Couture show. The 'radical' designer is set to explore 'the roles and power relationships that determine, through the lens of gender, the way we live together today'. Titled 'The Female Divine', the set will include an installation, which will remain open to the public after the show. The 80-year old feminist artist created the first-ever feminist art program at California State University in the '70s. "Judy Chicago invites us to reconsider the roles and power relationships that determine, through the lens of gender, the way we live together today," Dior explained in a statement.



Hermès Launches Line of Lipstick

Hermès is launching its first line of lipsticks inspired by their iconic Birkin bag. This is the first venture into beauty for the French luxury label, which goes back 183 years. To remain sustainably friendly, the packaging is free from plastic, and the brand will offer refills of the shades. There are 24 different colours to choose from, in both matte and satin finishes. Prices for the product sit at \$67, and the refills are \$42. The collection will debut in March, and the fashion house plans to unveil new beauty goods every six months. This news page publish credit goes to <https://www.thetrendspotter.net/>

Balenciaga Returns to Couture

Balenciaga is planning to return to couture after 52 years. The luxury fashion house shut down the couture side of the brand when Cristóbal Balenciaga closed the atelier in 1968. Last year, the designer hit the \$1 billion mark and was re-launching the style to be more innovative. In its early days, the label was renowned for its couture designs and defined an era of elegance and sophistication. "For me, couture is an unexplored mode of creative freedom and a platform for innovation," explained Demna Gvasalia, artistic director at Balenciaga. "Couture is above trends. It's an expression of beauty on the highest aesthetic and qualitative levels." This news page publish credit goes to <https://www.thetrendspotter.net/>



Maison Margiela Collaborates with Reebok

Maison Margiela is collaborating with Reebok on a collection of chunky sneakers. The design blends the two brand's most recognizable pieces. From the sports brand comes the Instapump Fury and from the French fashion house, the split Tabi toe. The former debuted in 1997, while the iconic split-toe from the French designer made its first appearance in 1988.



“The shoe builds on Maison Margiela’s analyses of the conversation between humanity and technology in the digital age,” said Maison Margiela in a statement. “Employing the technical inventions of Reebok, it is a statement shoe for the age of the cyber-industrial revolution.” The shoe varies in six colors and will be available in a flat and heeled version, dropping in the F/W20 season. This news page publish credit goes to <https://www.thetrendspotter.net/>

Rosie Makeup

Artist



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1891; 2nd floor, Phase 5, Mohali



[instagram.com/rosiechawla_artist](https://www.instagram.com/rosiechawla_artist)

Industry at its glamour, deem of a life full of which not only defines luxury, fashion drives a man's need but also as an emotion in them makes him strong on and hence pursuits for his personality, is people's mind, their perhaps one of the beauty and the spirit of fastest-growing choice. The endearing industry in the world. mix of vibrant colours, Fashion defines designs, type of cloth people. It gives their and size provide a heart a channel to great array of choice to express and supports the public & some of their perspective on which take the shape life. And for many who of a trend in fashion



Casual Outfits Men over 50



person's outfit with the jewellery, body shape and colour and make-up are also highly considered. While It makes people obsessed by giving them a reason to be concerned about their beauty and looks, it also reflects uniqueness over perfection and improves the ultimate need for confidence for a person. In the journey of fashion,

elegance is brought when the outside becomes as beautiful as inside which it supports through varied ways and attire by giving meaning to different traditions and occasions. It becomes a strong life-enhancing statement for many through its ability to transform people's life and complimenting their perspective. The way people dress is how they are perceived.

Pic credit @ <http://buzz16.com/average-mens-casual-outfits-men-over-50/> | Article @ Aakarshan



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BOUTIQUE

Zaid

In efforts to outshine our beauty or effects, we create a display of colours. The special effect works in collaboration with the face's purity and for this, the reality is fancied through concealers. The market of make-up or special effects is often mistaken for low on the scope and money yet one never compromises on presenting the best version of his/her looks and it is at this point where the real task lies. The need for make-up is adequately evaluated at the time of projecting new ideas in the world of creativity involving films, theatres, designing, for companies of hair brands and cosmetics in the end but also extensively, for all occasions and gatherings. In the world of fashion, it's the tools that bring vitality and enthusiasm on the faces of many and hence it is one job done with tones of carefulness and intricacy.

Unfortunately, in India, only about 3% of women actually know how to groom their skin but at the same time, this also creates opportunities for those with a real talent for this and who are also popularly known as make-up artists. These make-up artists are highly trained professionals who are well skilled and confident in their craft. They create Red Carpet looks and effectively portrait the right match of concealers with the skin tone, face structure, bones positioning & neck alignment and finally the beauty is glorified when the person's innocence is clubbed with his spirit to shine. Article credit @ Aakarshan





Bucket Bags

What's better than having a handbag that holds all of your goods? A stylish one! These bucket bags have never really gone out of style, but they're coming in stronger than ever with these stunning options. From a soft silhouette by Louis Vuitton to a Barbie-esque design by Chanel, this is an accessory that you will keep with you forever. Rather than choosing a traditional shade, such as black, grey, or white, why not step outside of the box and opt for something blue, pink, or marigold? There are so many ways to rock this look, and you can continue to wear it for decades to come, in the fashion world.

As sweater weather approaches, it's essential to keep your feet warm and dry. This season, when choosing a pair of shoes for the temperature, you can't look past chunky boots. Featuring a low heel and rubber platform, these are a comfortable and sleek option to wear with a feminine dress or jeans. They're perfect for a night out on the town or a walk through the park - it instantly adds a grunge twist to your outfit. For the ultimate badass look in 2020, opt for a knee-high silhouette with a mini skirt - put a '90s spin on this stylish ensemble and be a real head-turner. Article credit www.thetrendspotter.net/accessories-trends-2020/

Chunky Boot



Meenu Sahni

makeup artist

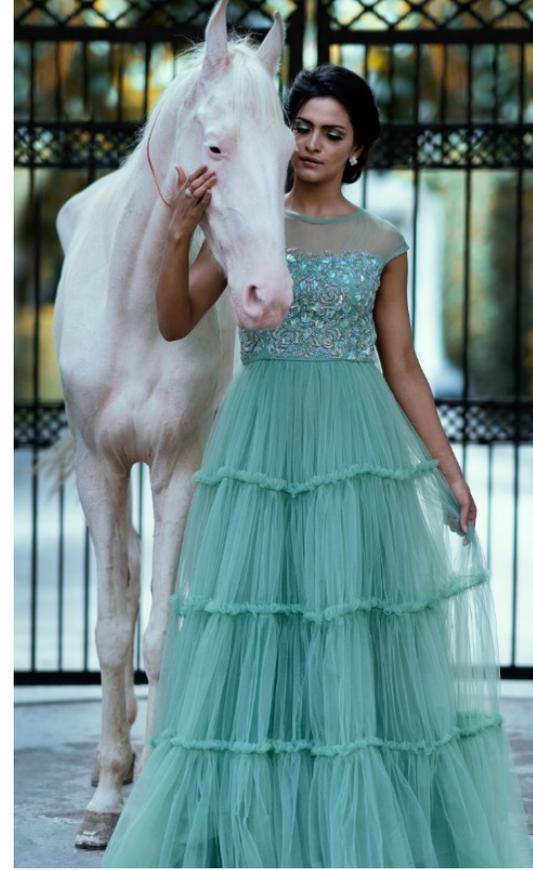


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Nivedita Verma is a fashion designer turned Couturier. She specialises in creating good research designs which are usually characterised by catchy colours and intricate detailing. Talking about her designing, she has turned her dreams into her vision and her



Presenting Fairytale To Life, which is all about women who are lively yet dreamy about their lives. Fairytale To Life is an exploration of essentials rendered in Simplicity, Elegance, Purity and Tonality. The Dress Silhouette in the collection is all about a mix-and-match of contrasts. The collection's garments and accessories boast recognizable ties to the fairytales. M: +91 9650023572

vision into a successful reality. Like a butterfly, she has the strength and hope to believe, that in time she will emerge from her cocoon-transformed. Her motto is "Slowly but surely".



Film we watch, the inclusion of motifs like Enchanted Roses and other details that are Characteristics of Vintage Architecture and Design. The collection is inspired by various Princess Evening dresses and gowns and the way floral patterns are beautifully combined with geometric elements. Showcasing you the rare moments of grace and poise. insta: niveditaverma and Fb:labelniveditaverma

Neha
Gill



makeup * artist

8054627971 | 9779327971



nehagill_makeup_artisy

24B, ANAND AVENUE, PUDA COLONY, OPPOSITE
DR. KOMAL JERATH OFFICE. AMRITSAR, PUNJAB

Hoop Earrings

Making another comeback, this accessory will be one of the biggest trends next season. These round earrings are an excellent way to spice up a plain outfit or add the finishing touch to your favorite ensemble. Choose from a simple design to something over the top, with pearl, patterns, or embellishments to show off your style.



Colour Frames

When the temperature heats up, protect your peepers in style with colored sunglasses. Featuring a vibrant frame, they'll instantly add drama to your existing outfit and will jazz up your entire collection. Choose from a design featuring a bright outer and traditional inner, throughout the whole accessory. Article credit @ www.thetrendspotter.net/accessories-trends-2020/

Wide Waist Belts

Tie every ensemble together with these trendy belts. Sitting in the middle of the waist, it will create an instant hourglass shape and complete your attire. This is a versatile accessory that will be on everyone this season – wear it with a dress, skirt, or pants; there are no rules. To create monochrome look, opt for a single shade across your entire outfit.



Makeover artist are the backbone of the fashion industry, where Gurleen Kaur is known for her makeup, she has been awarded as the best promising makeup artist. She is a beauty Influencer whom been followed by many freelancers and upcoming artist. Her master class for makeup is always in discussion for making it indeed for fashion freak. The booming makeup industry allows for a wide range of opportunity where both on and off the runway, as well as in and out of the theater, makeup artists use creativity and cosmetics to make real works of art. has worked with the industries top makeup brands which made her get into the makeup artist business from the Entrepreneur list of beauty/personal care business ideas.



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Gurleen kaur
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2
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Bucket-color Hats

Are you Defending yourself against the sun has always been fashionable, as this trend proves. The bucket hat comes and goes throughout the seasons, but its effortless style stays ever the same. Characterized by its short and downward sloping brim, sitting just above the eyes. As a summer accessory, you can rock this in varying shades, and it will complete any outfit as required in the industry

Multi-color Bags

Liven up any outfit with one of these trending multi-color bags. Unlike previous years, this bright design offers more than two shades – think blue, red, green, and yellow simultaneously. Make a blank canvas of an outfit into something astonishing – this accessory makes you feel like you’re walking around with a piece of modern art on you at all times. Article credit @ www.thetrendspotter.net/accessories-trends-2020/

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