

The Collective launches India's first fashion art book – The Green Room

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Mumbai: The Collective, a part of Madura Fashion & Lifestyle, is a super-premium multi-brand retail concept and considered to be the mecca of luxury brands in India. After rigorous market research and studying consumer insights over the last year, The Collective has recognised the pivotal role that fashion stylists play, not only in influencing fashion statements but in defining fashion for their clientele.

As a result, The Collective has launched the 'Stylist on Board' programme, which bridges the gap between fashion, Bollywood and the consumer, allowing The Collective customer access stylists that are behind the fashion statements of Bollywood's best. The stylists, eight of the most celebrated, include Anaita Shroff Adajania, Ekta Rajani, Niharika Khan, Ami Patel, Archana Walavalkar, Kushal Parmanand, Nitasha Gaurav and Mohit and Aastha.

The maiden initiative under the programme was the launch of India's first fashion art book in the presence of the key clients, Bollywood celebrities, corporate head honchos and the Madura leadership team comprising Pranab Baruah, Business Director (Apparel & Retail), Ashish Dixit, CEO, Madura F&L and R Satyajit, COO, International Brands and New Businesses, Madura Garments Lifestyle Retail Co Ltd (MGLRCL).

The launch, put together by Sunny Sara and Ritik Bhasin of Orion Entertainment Pvt. Ltd, had Mumbai's crème de la crème party the night away.

The style coffee table book titled 'The Green Room' showcases The Collective Autumn/Winter 2013 merchandise in the stylist's own unique style. It revolves around how the art of styling can tell a thousand stories. It is broken up into four sections – Chaos, Drama, Debauchery and Narcissism – with each stylist interpreting a theme in their own unique style. The end product is an edgy, stylish book that tells the story of life behind the camera.

"After intensive market research over the last year, we realised the importance of stylists in shaping consumer perspective about fashion and trends," says Satyajit. "As a result, The Collective has decided to initiate the Stylist on Board programme where in we have tied up with the industry's best fashion and celebrity stylists. Through this programme we have produced the first ever fashion art book in the country. It showcases our merchandise perfectly as well as incites consumers to the store. The great response that this programme has received has prompted us to take it to even greater heights next season onwards."

Commenting on the occasion, renowned celebrity stylist Anaita Shroff said: "I'm

very excited to be associated with The Collective. You can almost feel the excitement in the clothes. My theme is drama and we've tried to show some amounts of aggression and fights that constantly build up."

Stylist Ami Patel added: "To me drama is a very important part of styling. So we are basically juxta posing trends which are very dramatic with the play of drama backstage."

Notes Kushal Parmanand: "This is the first time that eight leading stylists have come together to put an Autumn/Winter look book. The Collective is a great store and a lot of the merchandise we have used is what I would like to own myself."

Fashion stylist Ekta Rajani said: "My theme was chaos. This project has been absolute fun. It's amazing to be a part of something like this."

And celebrity stylist duo Mohit and Aastha commented: "We are trying to capture a lot of chaos through reflections and mirrors. Quite obviously the merchandise is great, which we're not allowed to take home, though we'd love to."

Fashion Stylist Archana Walavalkar added: "It's such a great concept that no one has done before. It's about the backstage story and the chaos that goes on there."

Renowned celebrity stylist Nitasha Gaurav said: "The theme I worked on was narcissism which is about self-love. There are very few people who can pass a mirror without looking in it. The Collective, as always has the most fabulous clothes. I think it's my go-to place when I style celebrities or movie stars."

About The Collective

'The Collective' is a super-premium lifestyle retail chain that was launched by Madura Garments Lifestyle Retail Company, a group company of Aditya Birla Nuvo. A first of its kind retail concept, the brand has seen a host of international apparel and accessory brands making a foray into the country for the first time. www.thecollective.in