

ANKY by Ankita and Anjana Bhargav
3 September 2011

'NOWthen' at VHIMW

'NOWthen', the collection to be showcased at VHIMW September 2011, draws its inspiration from classic silhouettes. Viewing them from a completely original perspective and giving them a new form and dimension.

This collection explores the relationship between materials. A new aesthetic emerges through the amalgamation of surfaces where texture and form contradict each other.

Topsy Turvy knits form the highlight of the collection. These knits can be worn upside down. Hence they are multi-dimensional, experimental and fun. They take a different shape and form each time they are worn. They therefore have a mind and intelligence of their own and create their own dimensions.

Understated luxurious detailing on suiting fabrics, using silk shibori, soft suede and pashmina brings about effortless elegance.

The colour palette evolves from oyster grey to smoked green towards roasted brown with hints of mahogany. The collection is edgy, experimental yet chic and wearable in keeping with the philosophy of the label

ANKY the prêt line by Ankita and Anjana Bhargav, an anchor for young couture, opens new doors as youth moves to sophistication. ANKY embodies the new culture of high street luxe and muses over the concept of comfort dressing.

ANKY enjoys the confluence of Anjana's daughter Ankita, (equipped with a foundation from London College of Fashion and an undergrad at the CASS Business School, London.) and Anjana's experience and sense of style. Together they infuse in ANKY a fresh brush of youthful sophistication that promises to endure...