

Ashish N Soni presents Cirque du L'argent (Circus of Money) at Van Heusen India Mens Fashion Week  
3 September 2011

*Spring Summer 2012 Collection*

Get fresh, gotta stay fly  
Get the jet, I gotta stay high  
High up like a la la la  
Ain't nothin' here that my money can't buy.....  
Ladies can't resist the charm  
Haters, kiss the ring of the Don  
And we do this all day, welcome to Saint-Tropez....

Whoa, party now  
Too much money in the bank account  
Hands in the air make you scream and shout  
When we're in Saint-Tropez  
- DJ Antoine – Welcome to St Tropez

Through his auburn tinted aviators, the blanched walls, glass cane tables and billowing translucent cotton shaded sun beds are but golden coloured; lit up and toned by the sun....As he removes his Panama hat, he takes the last swig from his glass and reaches for the magnum champagne bottle. He looks ahead at the distance, at the glistening sparkle of the turquoise sea and white yachts bobbing among the waves; filled with sun kissed dancing men and women. Welcome to St. Tropez !

The sartorial style of the chic European men who summer Côte d'Azur are the inspiration for this collection. Bold silhouettes are complemented with smart and intricate detailing. The collection is a playful experimentation of the timeless statement two piece linen suit.

Ashish Soni worked with Baird McNut an Irish company that has been producing linen for over 100 years to specially create linen for this season. He has harnessed this light breezy material to create refined masculine look that is juxtaposed against a stereotypical feminine colour palette. The overall effect rejuvenates the visual stylistics for this hedonistic collection.

Ashish Soni has utilized his most important tool of impeccable tailoring to fashion hybrid linen suits that combine Indian cultural detailing with fine European aesthetics. What would typically be Jodhpuri pants have dropped crotches and are looser with more evened fit along the leg for comfort. This gives birth to a formal lounge pant with chic turned up hems.

The construction of the jackets mirrors the same theme. The collection presents a range of designs, from classic slim fitted single and double breasted pieces, to those with a more

whimsical design aesthetic that seek a closer look.

A bandgala and a single breast suit are combined into one by treating the left and the right sides separately but within the silhouette of the same jacket. In some pieces Ashish removes the lapels completely, and cuts into the body of the jacket creating an “open breasted jacket” or alternatively, he creates a false lapel that seamlessly fades into a crease, and then back into the jacket as if it actually grew from it.

As homage to the “St. Tropez man”, Ashish has intermixed a range of crayola pink and light khaki linen shorts into the collection with a signature fit.

Distinct in the collection are bright and fresh two-toned shirts. Some of these have inbuilt bow ties which when left open create a double lapel effect. On the other hand, some shirts have two toned and patterned cuffs and collars that bring vibrancy to a classic white or pastel shirt.

These details are underlined by the experimentative colour palette that moves from pastel pinks, crisp whites, light khakis, to the turquoise hues of the sea. The collection then presents a Technicolor pop of bright shades, before moving to bold colours of dark purple, royal blue and red alluding to nautical clothing.

Ashish N Soni’s signature polka dot prints have been playfully used throughout to create charmingly peculiar looks. They are admissible in the ties, collars, cuffs and even pocket squares. Many of these prints and linen textures have been layered over each other to create captivating colour combinations from bold red and white check on check or on the other end of the spectrum, light layered baby pinks and white. This theme continues further and can be seen to be mirrored in the floral brogues and the bubblegum bright linen loafers. In some looks it seems as if a good English countryside Lord went “play boy” with pulled up vividly colour blocked socks.

This collection is all you would ever need to wear next summer when you sail through the French coast and up the Italian Riviera, as you bask in the sun and daydream encapsulated by the cool breeze.

Now go finish your champagne!

**MENSWEAR COLLECTION AVAILABLE AT:**

Address: Emporio, Shop 326, DLF Place, Vasant Kunj, New Delhi.

Telephone: 011 - 46060955