

Sanchita Ajjampur at Van Heusen India Mens Week 2011
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Menswear Spring-Summer, 2012

Sanchita Ajjampur is a creative designer and likes to be in sync with constant experimentation to expand one's line of sight. According to Sanchita, the tastes of men have grown more sophisticated this collection will cater to the new style conscious connoisseur.

This season the designer presents a conservative, yet flamboyant aesthetic which evokes ones inner geek. Interchangeable staples are layered, and the focus on 'contemporary' is highlighted with time honoured artisanal expertise. A handful of ideas are explored via the fine craftsmanship signature to Sanchita.

One can expect classic shapes to be transformed by woodcut prints, naturally oxidized metal and vintage details on fine jerseys. The architectonic schemes and reversed folk traditions used create wild geometric designs and wavy forms on super fine creased cotton t-shirts.

Through the collection, hybrid images with bursts of colour, subtle Japanese stripes and checks, and transparencies, are used on timeless pieces such as slim fitted shirts, bomber jackets, waistcoats and trousers. The trousers are unique, the ultra fine jersey and hand loom cotton used, is underlined by the pocket detailing and rolled up ankles. Alternatively, the crumpled twill pants and shorts are juxtaposed against contemporary Japanese coats and lounge wear with further contrast piping.

The eclectic collection will feature a range of accessories including, collapsible shoes and bags in natural harvested yarns and hand dyed multiple color parings, there is intense use of colour on textured high top shoes!

Additionally, casual hats have been fashioned from natural fibers, typical geek chic glasses and hand knotted scarves add an edge to this concept.

The brilliant palette of murano sculptures enrobe classical Japanese sensibility through vénitien rouge, hematite, ocre citron, lazurite, celadonite, malachite, raw green umber, vivianite, bone black, cobalt, zinc, azurite and titanium.

About Sanchita by Sanchita Ajjampur:

Capturing the essence of the global traveller and the elegance of the collector on a quest for rare and natural beauty, Sanchita is Inspired by the "modern nomad", which is the brand's distinguishing factor.

The design concepts blend eclectic visual language with natural vitality to create versatile, easy-to-wear clothing and accessories. Clothes are remixed to free the mind and body. Contrasts of avant-garde and folk interspersed with playful and free-flowing elements that give the brand a cosmopolitan feel.

The Sanchita womenswear and accessories brand made its debut in 2005, when the first flagship store was inaugurated at the Leela Galleria, Bangalore.

In 2010, the Sanchita menswear collection launched to great success, earning Sanchita the "Most Creative Debutant Designer" award at the Van Heusen Men's India Fashion Week. Sanchita is sold in roughly 38 stores worldwide through showrooms in India, Italy, France and Germany.