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# LUXURY REDEFINED

**Shantnu Mehra on S&N, their latest collections and more**



Looks from their latest collection

Shantnu and Nikhil Mehra

**tion to be at the forefront. The interiors are heavy on hues of grey and geometrical motifs inspired by the brand's signature tape details. The overall design aesthetic of the store follows a strict dynamism of patterns that can also be found in the silhouettes, easily recognised by loyal customers of the brand.**

**Give us a peek into your soon-to-be-launched store on Vittal Mallya Road.**  
The store is like a contemporary living embodiment of the S&N design virtue, celebrating modernity with its style and silhouettes. The store provides an immersive experience which gives an insight into our brand ethos and the philosophy we advocate for. This state-of-the-art space is curated keeping in mind the experience our Bengaluru brigade will receive at our arena.  
₹2,500 upwards. At Whitefield

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A section of the Bengaluru store

**S**INCE ADITYA BIRLA Fashion & Retail Limited announced a joint venture with Shantnu & Nikhil in 2019 and launched their bridge-to-luxury label S&N, the designer duo has been thinking about expanding their presence in the country. And now, it looks like their plans are coming to fruition. In July this year, the label's first store in Bengaluru was opened at Whitefield. Their second store in the city, in the more centrally located Vittal Mallya Road, is all set to open next month. With a string of other launches lined-up until the end of the year, the two sure have a busy few months ahead of them. We spoke to Shantnu, who told us more about what to expect.

**While couture is much more detailed and bespoke, S&N has softer nuances of signature Shantnu & Nikhil elements.**

**What can one expect from the Bengaluru store?**  
We have our latest collections — *Glow* and *Dune* — at the store currently. The men's edit for this season comes replete with an internationally-favoured pastel colour palette, crafted into easy pieces carrying judicious hints of delicate geometric thread work, bold stripe details, and inclusions of the signature SN navy and ivory pieces. In essence, *Glow* is this season's party-wear offering that

reimagines the wearer's lifestyle as a carefree dance between formality and personal expression. Populated with pastel rose, liquid azure blue, and ice-cream lemon, and strong navy pieces, *Dune* gets a boost with striking white separates that underline the use of such effortless tones that highlight sun-browned skin. With staples like shirts, pleated trousers, *bandis*, easy suits, *kurtas*, and *bandhgalas*, this round-up brings the essentials of a man's wardrobe into focus, giving him a range of seasonless options to mix and match.

**What's the story behind the decor of the store?**  
The newest Bengaluru store carries a modern minimalist spatial design; a juxtaposition allowing the collec-



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