

SUAVE

A woman with long dark hair, wearing a green sari with gold borders and intricate jewelry including a headband, earrings, and a necklace. She is looking slightly to the left of the camera.

NEWSLETTER

Issue 03

A
JOURNEY
THROUGH
TIME

PG EDITION

2023

WESTERNIZED
INDIAN FASHION

**'INDIAN
FASHION AT
ITS PEAK'**

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LETTER

From the EDITORS

We warmly present to you the first ever art, design and art newsletter of Mayo College Girls' School's.

With each turn of the page, we hope to transport you to the mesmerizing world of India in fashion, a world where tradition and modernity seamlessly intertwine to create an unforgettable tapestry of style and culture.

We invite you to immerse yourself in the colors, patterns that depict "India in Fashion." We hope that, just like us, you will be inspired by the enchanting blend of old and new traditions.

We would also like to thank Sir Nikunj and the art department for their constant support and guidance.

Cover page photo credit-Mr Mukunda De

Editors- Aishani Mittal, Tamanna Jain and Poornima Chauhan

Dear Readers,

As the warm colors of winter begin to grace our wardrobes, we couldn't think of a more fitting theme for this issue than "India in Fashion." India, a land of diversity, culture, and tradition, has always been a wellspring of inspiration for the fashion world. From exquisite textiles to intricate embroidery; India's influence on fashion can be seen on runways and in wardrobes across the globe.

From TRADITIONAL To TRENDY



“The Rekha Effect”

From Rekha’s iconic portrayal of Umrao Jaan to her memorable role as Poo in *Kabhi Khushi Kabhie Gham*, she has left an indelible mark on Indian fashion. Her influence on Indian culture’s timeless outfits has transcended borders, captivating the world. Rekha has been a fashion icon from the moment she graced Bollywood and her impact is undeniable.

One of the most significant moments in India’s fashion history is the rise of Kanjeevaram sarees, particularly in metallic gold shades with intricate golden detailing and thread work. This look is now synonymous with the ‘Rekha look.’ She elevated this already stunning attire by adorning chunky jewelry embedded with diamonds and crystals, opting for statement pieces that transcend everyday wear. The combination of the golden saree, exquisite jewelry and her iconic red lip has become synonymous with her name, an integral part of Indian history. The handwork in these sarees plays a crucial role in tying the entire ensemble together.

This is undeniably one of my favorite looks, characterized by its ecstatic and bold elegance. What began as a bold departure from Indian traditions has evolved into one of the trendiest looks, a testament to the transformative power of fashion.

It serves as a reminder that the shift from traditional to trendy is not mere artifice but an extension and expression of Indian fashion, keeping it vibrant and ever evolving.

-Naisha Parashar

S/2558

Pre Sc Arts B

The REVIVAL OF INDIAN TEXTILES

Banarasi silk, a luxurious silk variant hailing from Varanasi, Uttar Pradesh, India, is steeped in a rich cultural history. Its roots trace back to ancient Indian texts like the Mahabharata and Buddhist scriptures, showcasing its historical significance. Initially reserved for royalty, crafting a Banarasi saree used to entail real gold and silver threads, with the intricate process often taking up to a year.

During the Mughal era in the 14th century, Banaras weavers carved a distinct niche by producing exquisite silk brocades adorned with silver and gold zari threads. As centuries passed, the art of Banarasi weaving evolved and flourished in the 18th and 19th centuries. While silk was once imported from China, it's now primarily sourced from southern India.

Banarasi silk has remained an enduring icon in the Indian fashion landscape, retaining its allure well into the 21st century. These sarees are indispensable for weddings and traditional occasions, a testament to their regal heritage and meticulous craftsmanship. Recognizing their international appeal, fashion houses have incorporated Banarasi silk into their collections, where the opulent colors and intricate designs bestow luxury and elegance upon any ensemble.

Banarasi silk sarees showcase regional variations, reflecting the diverse heritage of Varanasi. The four primary types of Banarasi sarees each have distinct characteristics, weaving styles, and motifs, underscoring the cultural identity of different Varanasi regions. This variety transforms Banarasi sarees into a treasure trove of artistic exploration and a testament to India's rich cultural tapestry.

In recent years, there has been a resurgence of interest in traditional handloom fabrics, Banarasi sarees included, owing to the fashion industry's growing awareness of environmental and social responsibilities. Choosing handwoven sarees contributes to the preservation of ancient weaving techniques and provides support to local artisans. Numerous organizations and designers are actively championing sustainable fashion by embracing eco-friendly practices in Banarasi silk saree production. This eco-conscious approach ensures that the legacy of Banarasi silk continues to shine brightly in the evolving world of fashion.

**-Divyangana Sinh
P/2314
Pre Sc Arts B**

Fashion has been a very big part of our life for ages and in today's time holds a lot of importance.

Fashion has always played a significant role in women empowerment. It was never just about style, but in a way it was a form of protest and expression. For example, when women were fighting for equal right they ditched their corsets and skirts which were expected to be worn by women and they started to wear more comfortable style of clothing which they wanted to wear. This was a way of women telling everyone that they deserved equal right and that they will not be suppressed now.

And in today's time too fashion is a statement, a statement of self-love, self-confidence, and self-respect. For example the introduction of unisex clothing has been successful in breaking the barriers between genders .

Fashion is not just a superficial element of our life but a way by which we as women can express ourselves. Today many fashion brands are promoting body positivity which makes women of all shapes and sizes feel positive and confident in their own skin.

For example, this year a very well know brand Victoria's Secret which was know for making women feel insecure about themselves said that 'When the world was changing, we were too slow to respond' and that they were now changing their stance as they said that "We needed to stop being about what men want and to be about what women want." That is why this year in their campaign they swapped their highest paid super models for seven women famous for their achievements .

We also see that many women like Diane Von Furstenberg through their power in the fashion industry have tried to support and empower women. Fashion is not and has never been just something everyone payed attention to for no reason but it has been helping and helps in women empowerment .

**"What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language."
—Miuccia Prada**

Women in the fashion industry

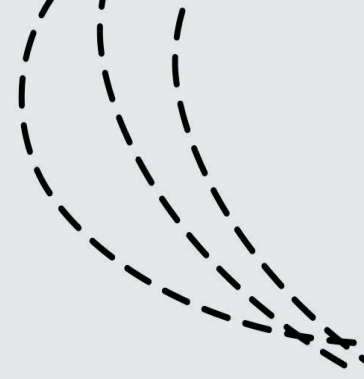


- ANIKA JAIN |
X-B
S/2673

Fashion Designing Inter-House 2023



INDIAN Embroidery SKILLS

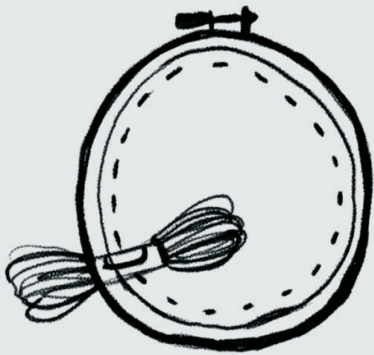


We find ourselves on a voyage into the cryptic world of hidden symbolism as we wonder at the rich and varied history of Indian embroidery. Women have been the unsung poets of India for ages, telling stories and conveying emotions via the threads and designs adorning their clothing.

The lotus, a revered image of purity, may also hold a hint of harmony. The beautiful feathers of the peacock could signify an unconscious cry for the return of a loved one. The complicated and mystical chakras may hold the key to a better knowledge of the universe.

These elaborate designs, while visually gorgeous, serve a purpose that is more than just decorative. They are an ancient form of communication, a silent language that has been passed down through centuries. These stitched designs, like private messages passed between kindred spirits, narrate memories, transmit prayers, and share desires, embodying the essence of familial and societal connections.

As a result, Indian needlework serves as a time-travel conduit, allowing us to hear the quiet conversations of the past. It is a way of expression that goes beyond words, connecting people and preserving history. As we marvel at the exquisite beauty of Indian textiles, we must remember that they not only adorn our lives but also carry the whispers of those who came before, their stories engraved in every stitch.



Indian Embroidery: A forgotten language

By Vaanya Shekhar
S/2566
X IGCSE

There is a secret level that goes beyond simple aesthetics in the vibrant tapestry of Indian textiles. Beyond the dexterous stitches and vivid colors, Indian needlework is intertwined with a secret language. This silent language, which is frequently masked by the artwork, might contain the secret to the covert signals sent in earlier times.



EMBROIDERY INTERHOUSE

A decorative arrangement of six embroidered flowers with red petals and green leaves, arranged in a circular pattern around the text.



The Westernization of Indian fashion is a dynamic cultural exchange within the industry. This phenomenon involves the integration of Western styles with India's rich sartorial heritage and it exemplifies the constantly evolving nature of fashion. Notably, renowned Western fashion houses like Gucci and Cartier have come under scrutiny for their appropriation of Indian aesthetics. Gucci's exploration of the kurta and Cartier's use of Indian and Islamic motifs signify the global appeal of Indian designs.

Furthermore, Western designers, like Jean Paul Gaultier, often showcase their fascination with Indian attire. Gaultier's inclusion of a sari-inspired drape in a haute couture show illustrates how traditional Indian silhouettes captivate the Western fashion world.

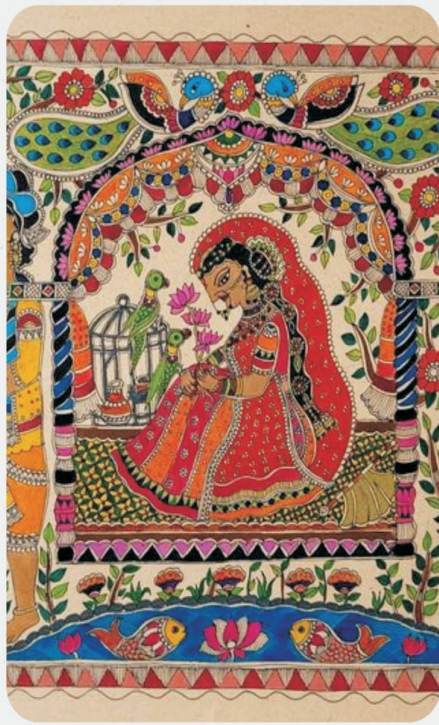
This process is a two-way street, as Indian fashion also embraces Western techniques and trends, resulting in a harmonious blend of styles. The exchange not only enriches the fashion landscape but promotes cross-cultural understanding. It demonstrates the power of fashion as a platform for cultural appreciation and fosters a more inclusive and diverse industry that continually adapts to embrace the best of both worlds. Westernization in Indian fashion serves as a testament to the global nature of the fashion industry and its ability to create a harmonious fusion of diverse influences.

Aishani Mittal P/2464

SC ARTS B

WESTERNISATION IN INDIAN FASHION





ASSAMESE- SCROLL PAINTING

Manuscript painting in Assam is part of a rich cultural heritage of Assam and India. It grew during the medieval period through the institution of satras. It was influenced by many painting forms and was used to preserve and spread knowledge through the satras and also in the wider society.

INDIAN STATES DESIGN



HARYANA - SCULPTURE

Sculpture, an artistic form in which hard or plastic materials are worked into three-dimensional art objects, is famous in Haryana.



NAGALAND - CLOTH PAINTING

Cloth painting is a very popular form of painting of Nagaland. The natives belonging to the Lotha, Ao and Rengma tribal communities practise this highly skilled art of painting on clothes.

ARUNACHAL PRADESH- THANGKA

A thangka, also known as tangka, thanka or tanka is a painting on cloth. The literal translation of the Tibetan word THANG KA means 'recorded message'. Among all the art and crafts in Tawang, painting occupies a very special position.



SIKKIM - THANGKA

Is a Tibetan Buddhist painting on cotton, silk appliqué, usually depicting a Buddhist deity, scene, or mandala.



INDIAN DANCES



RAJASTHAN - PHAD PAINTING

A traditional style of folk art Rajasthan. It typically depicts stories of heroic Rajput warriors and deities, and is known for its colors and intricate detailing.

ODISHA - PATTACHITRA
'Patta' means 'clothing' and 'chitra' stands for paintings, so pictures in this art form are painted on a cloth base. Pattachitra art is inspired by Lord Jagannath



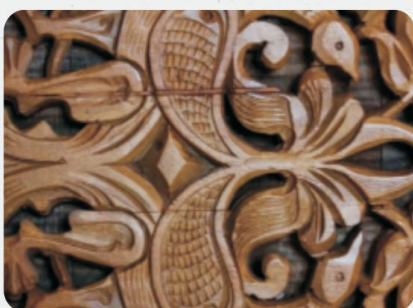
JHARKHAND -

SOHRAI AND KHOVAR PAINTING

Sohrai paintings are age-old tribal traditional paintings based on themes close to nature - forest, people and animals etc. The paintings are done by tribal women using natural ingredients such as different shades of clay and charcoal.

MEGHALAYA - WOOD CARVING

The state of Meghalaya is well known for various crafts. Handicrafts made with cane and bamboo products, textile weaving, carpet weaving, ornament making and wood carving also hold an important place in Meghalaya's art and crafts.



MIZORAM - TEXTILE PAINTING

The textile industry of Mizoram offers a variety of garments, which are quite popular in the north-western part of the country of India. Weaving is one of the most important segments of the cultural life of the people of this state.



Poornima Chauhan

VINTAGE TREASURES



THE OG BOLLYWOOD FASHION ICON

- REKHA
- MADHUBALA
- ZEENAT AMAN



MOST TRADITIONAL INDIAN ATTIRE

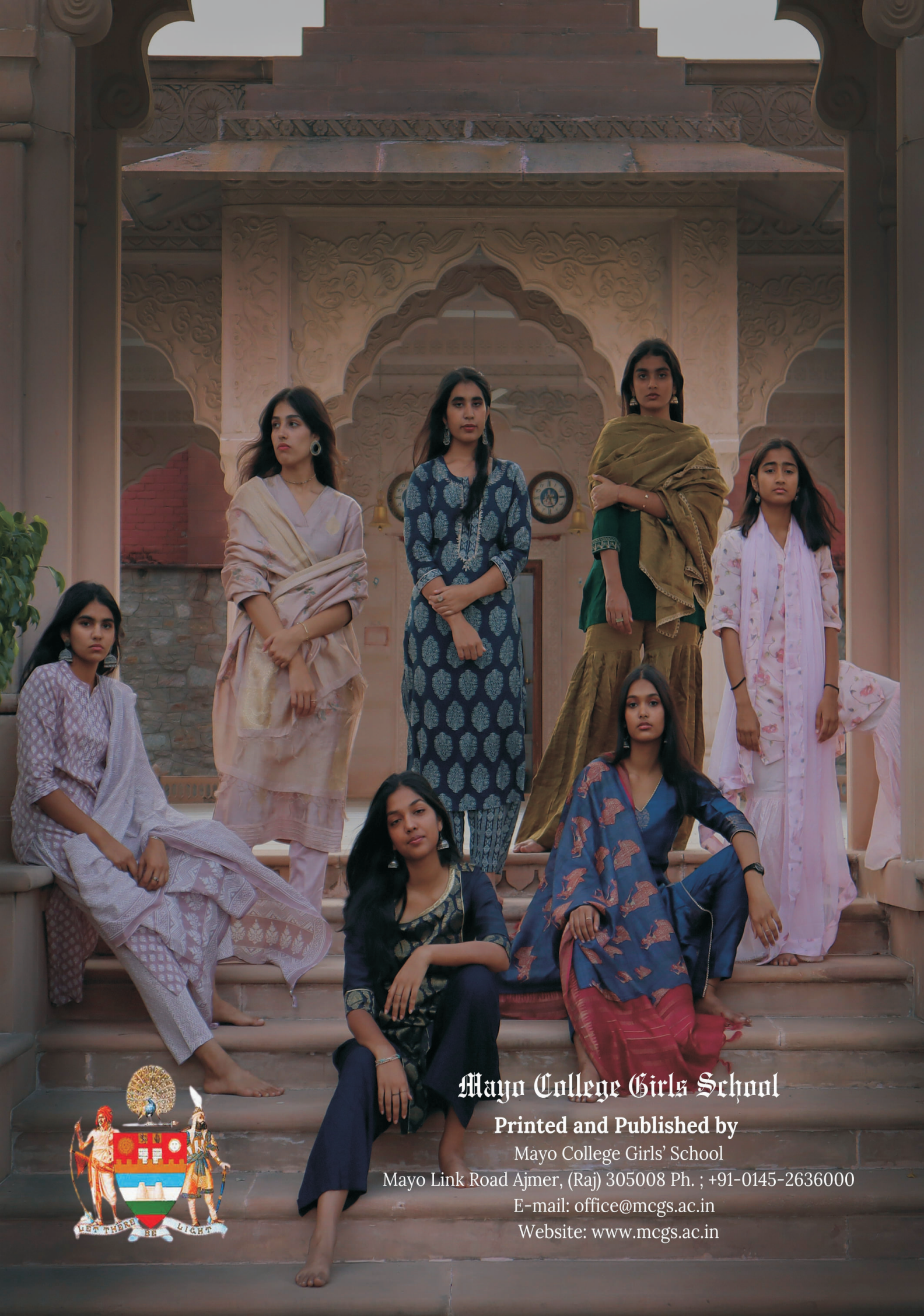
- SAREE
- LEHENGA
- SHARARA



GENZ INDIAN FASHION DESIGNER

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Printed and Published by

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