EXPERIMENTAL Looks

Addressing the growing demand for classy Indo-western attire for grooms, Peter England has introduced its wedding collection offering dapper styles. Purva Bhatia reports.

Given the growing fold of men experimenting with colours and fabrics even in everyday wear, a typical sherwani or a predictable suit just won’t do for today’s fashionable grooms. While ethnic wear is in high demand, they are now defined styles and silhouettes in their apparel and are experimenting with the look and colours. Understanding these demands, several brands have ventured into men’s ethnic wear. The latest to join the bandwagon is Peter England, a brand till now associated mostly with formal wear.

The Wedding Collection by the brand offers stylish shirts, trendy suits and Indo-Western wear. “We have a strong clientele looking for wedding suits. So this was a natural extension,” says Nidhi Raj, head designer, Peter England. “We did thorough market research to understand what today’s modern men demand. Understanding that men now want to experiment with their looks for social functions and weddings, we have come up with this range,” he adds.

MODERN YET TRADITIONAL

The sherwanis top the list of the preferred choices for the wedding day. But there are several ways to make it interesting and different. The brand has kept away from the traditional sherwani-with-churidar and instead offers trendy combinations like jacket-style sherwanis and short sherwanis with Jodhpuri and dhoti pants. “The market is moving towards Indo-Western wear. Consumers, especially in South India, do not want the boring traditional look,” says Raj. The Indo-Western sherwani with antique buttons and brooch can be paired with Patiala pants or dhoti pants to create an extraordinary look, he adds.

The collection includes interesting options like readymade dhotis that can be paired with a crisp kurta embellished with elegant embroidery. If you, however, wish to stick to a suit, there’s plenty for you to experiment with. Nehru-collar suits are in vogue; the brand offers a lot of those along with other options. You can pick a knee-length coat and pair it with polo pants for a dapper look, suggests Raj. Then there are Indo-Western suits in striking colours with detailed embroidery. Suits with a bit of shimmer aren’t over the top, making them ideal for those who want to play it safe. Bandhgala suits, small jacket suits and those with both styled collars and notch collars look uber trendy.

For pre-wedding functions, there are jackets with embroidered shoulders that can be paired with trousers. Karters are available in silk, cotton, cotton blends, hand-loom and hand embroidery. Add a stylish stole to complete the look.

PLAYFUL COLOURS

Men are moving away from the safe blacks, navy blues and browns. At least, this collection says so. Peacock blues, ivory, maroons and reds are the colours that dominate the Indo-Western section. Shirts are available in white, cream and light peach with a little shimmer to make them stand out from everyday shirts. “We are seeing an increased demand in coloured bottomwear. Be it trousers or jeans, men are picking up rusty reds and bold blues,” shares Raj, showcasing the collection in experimental colours. If its fashionable for the couple to wear colour coordinated outfits, the groom now has plenty to choose from.

STYLISE THE KURTA

For a pre-wedding function, pick a silk kurta and team it with jeans. Knee-length kurtas are very popular but calf-length is stylish.

SHERWANI WITH A DIFFERENCE

Chuck the sherwanis with a boring churidar combo. Choose a well-cut short sherwani and pair it with a Patiala or dhoti pants or a jodhpuri. Do not pick an overly-embellished one for this look. A shervani can also be used as a long coat but needs to be teamed well with a complementing T-shirt.

DAPPER BANDHGALA

A tuxedo with a difference, this one never fails to make one look stylish and is an all-time favourite. Looks great with churidar bottoms for an evening function.

ACCESSORISE IT RIGHT

You can make any look stand out with the right kind of accessories. A cravat with a designer suit or a stole taken stylishly with a kurta can make all the difference.
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