

Every garment has a story to tell

Today, most men are style-conscious as they try to match their accessories with clothes. The latest line of formal wear from Peter England is for men who like to dress up – and quite literally at that. The collection is bright, edgy and attractive.

CHARAN CHINNAPPA, final-year engineering, Institute of Technology, wore a white formal shirt, a blue varsity jacket and semi-formal dark trousers.

Punchline: "I love white and am glad that I got to wear a white shirt which is pretty comfortable with a great fit. The blue jacket is a neat contrast to the shirt, which is not only stylish but makes me feel warm as well."
Price: Jacket – Rs 2,999, shirt – Rs 1,399 and trousers – Rs 1,599.

Indian look with western cuts

Every piece of garment at Peter England store has a story to tell. The design team says it works towards creating concepts rather than just make and market a product. Its idea is to sell concepts rather than just another piece of garment. Care is taken to understand the changing trends through regular market research.

The design team observes that fashion is changing at a frenetic pace and it works almost a year in advance to make sure it doesn't lag behind in offering the customers the best in men's wear.

Nidhi Raj, creative director, Design and VM Peter England, Madura F&L, says that the latest collection reflects innovative patterns and gets creative on the colour, cut and design. "The latest line is inspired by the Mughal era. We

have tried to weave in motifs to collide with the pop culture of the young. The garments have an Indian look with western cuts," Nidhi explains.

The design team works on about 3,500 designs a year and after a scrutiny, only about 1000 hit the market. The target groups are those aged between 20 and 35 years. "This group inspires us to work in advance. We interact with a lot of people and this interaction gives us an insight into what changes occur in the market and what people want. We understand that people look for concepts and garments that reflect ideas," he shares. Nidhi thinks people are extremely conscious about what they wear for an occasion. "For instance, 'Shurta', a cross between a shirt and *kurta* is made from soft material. It is western in cuts but Indian in appeal," he adds.

Ask Nidhi what's in vogue and he confesses that he still hasn't found the right answer. But he has his way of defining

fashion. "Being fashionable is to wear something that's not only comfortable but leaves you feeling confident. It must also give you that edgy look," he reasons. Nidhi also feels men must play around with accessories

PREETHAM, II year animation, NAAC Animation Academy, wore a printed white T-shirt with dark blue trousers and complemented the look with a short black jacket.

Punchline: "The colour contrast is striking and the outfit is perfect for a party. It is modern in its cut and design. More than comfort, it is in keeping with the latest trends."
Price: Jacket – Rs 4000, T-shirt – Rs 799 and jeans – Rs 1899.

which form an important part of dressing up. "Today, men have at least ten pairs of shoes and wrist bands too have become an indispensable part of an attire. It is always better to accessorise in a generic way," Nidhi sums up.
Nina C George

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SHIFAZ, final-year design student, Indian Academy of Design, wore a white T-shirt and matched it with dark denims and denim shirt.

Punchline: "The look, although a casual one, is cool to wear to a party or even a lunch with friends. It is perfect for winter as it's not only comfortable but keeps one warm."
Price: Jeans – Rs 1,799, T-shirt – Rs 549 and shirt – Rs 1,499.

MAHESH KUMAR, III year BCom, Jain College, wore a red T-shirt and marched it with a checked shirt and denims.

Punchline: "The outfit can be worn to college as well as an outing. The checks are not monotonous but bright and attractive. The price is also reasonable for a college-goer."
Price: Jeans – Rs 1,999, shirt – Rs 1,399 and T-shirt – Rs 499.

NIRAN SUBBIAH M S, final year MBA, St Joseph's College of Business Administration, wore a blue jacket and contrasted it with red pants.

Punchline: "I like to experiment with bright colours and this attire is perfect for the season. The Chinese collar enhances the look of the jacket and I will wear it when I go out with friends."

Price: Jeans – Rs 1,299 and jacket – Rs 1599.

ETHEN PARKER, final year MBA, WL College, wore a printed grey T-shirt and paired it with brown pants and a sleeveless yellow jacket.

Punchline: "The yellow jacket goes well with the grey T-shirt and brown pants. The grey jacket is light and more than anything, the outfit is cool and stylish."
Price: Jeans – Rs 1,799, jacket – Rs 2,299 and T-shirt – Rs 599.



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