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.

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.

Nisha Roy, executive director, Design & VM, Peter England, Madura F&M, says that the latest collection reflects innovative patterns and gets creative on the colour, cut and design. "The theme has been inspired by the Moghul 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," Nishi explains.

The design team works on about 1,300 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 impresses 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 exude ideas," he shares. Nishi thinks people are extremely conscious about what they wear for an occasion. "For instance, Shastra, a cross between a shirt and kurta is made from soft material. It is western in cuts but Indian in appeal," he adds.

Ask Nishi what’s in vogue and he hastens to add that he hasn’t found the right answer. But he has his way of describing it. "Being fashionable is to wear something that’s not only comfortable but leaves you feeling confident. It must also give you that edge look he reasons. Nishi also feels men must play around with accessories which form an important part of dressing up. Today, men have at least two to three pairs of shoes and want to look like they have become an indispensable part of an attire. It is always better to mix and match in a generic way," Nishi sums up.

Nisha C. George

PREETHAM, first-year animation, NAC Animation Academy, wore a printed white T-shirt with a pair of bright blue trousers and complemented the look with a 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 4,600, T-shirt – Rs 790 and jeans – Rs 1,999.

NIRAN SUBBAIRAJ M.S., first-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 with friends.

Price: Jeans – Rs 1,299 and jacket – Rs 1,889.

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 grey jacket goes well with the grey T-shirt and brown pants. The yellow jacket is light and more than anything, the outfit is cool and stylish.

Price: Jeans – Rs 1,299, jacket Rs 3,599 and T-shirt – Rs 599.

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

Punchline: "The look, although casual one, is cool to wear to a party or even a lunch with friends. It is perfect for winter as it is not only comfortable but keeps one warm."

Price: Jeans – Rs 1,796, T-shirt – Rs 640 and shirt – Rs 1,499.

MAHESH KUMAR, final year B.Com, Jain College, wore a red T-shirt and contrasted 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 boy."

Price: Jeans – Rs 1,299, shirt – Rs 1,099 and T-shirt – Rs 499.