

## **SEMESTER 3: GE 14 FASHION ACCESSORIES**

### **MODULE 4: LEADING ACCESSORY DESIGNERS AND BRANDS**

#### **Outline**

Students will learn eight fashion accessory designers

#### **Learning outcome**

Learning about fashion accessory designer's students will get role models to emulate

The experiences and collection of these accessory designers will motivate the students to create their own accessory collection

#### **Farah Ali Khan**

A jewellery designer did a course in gemology and then another course in jewellery design in America. Farah's pieces have graced the red carpet at the Oscars, Grammy and the Golden Globes with celebrities ranging from Priyanka Chopra and Kareena Kapoor and Serena Williams wearing her collection

To mark the 25 years in her design journey Farah launched a book called "*Bejewelled Life*"

This book includes her jewellery collection, which is an inspiration for other designers and people who want to create and get inspired by her artworks. There are photographs that have inspired and try to show the process of how inspiration became a design. There is also a travelogue- an inspiration in this book.

Five worlds of design is showcased in the book (*Fluidity, Royal Flair, Nature, Rose and Surreal vision*)

Farah likes working with rubies, emeralds and diamonds. Farah herself adds that I love the color blue, so work with tanzanite. The jewellery pieces start at Rs 20,000 and above

#### **Suhani Pittie**

Jewellery designer who studied gemology at the Gemological Institute of America and launched the jewellery label Suhani Pittie in 2004, the World Gold Council has enlisted her as one of the 10 most inventive, ingenious jewellery designers in the world

In 2009, Suhani was shortlisted for the young Fashion Entrepreneur Award held by the British Council. Her collections include *Grunge Begum*, which is the story of the Nizam of Hyderabad. *Urban folk*, which is a combination of urban kaleidoscope. *Child of Eden* and *Dances with the Earth*. Suhani has many shops and retail outlets across India and abroad, including her flagship store in Hyderabad. Her collections are also sold online

#### **Mira Gulati**

Jewellery designer studied at the Gemmological Institute of America. Mira Gulati has created a brand *Mirari* in 2007 to cater to India's growing demand for luxury jewellery with a contemporary edge as well as the international markets craving for aesthetics of the Indian classical treasures. Mira is regarded as the best jewellery designer of 2015 by the 11th Gemfields and Nazrana Retail Jeweller Awards. All the

jewels are handcrafted and there are limited editions and she uses unique and rare stones in her jewellery designing

### **Nappa Dori**

Designer for bags founded by the designer Gotham Sinha. The brand offers a beautiful variety of handcrafted leather products, ranging from satchels and briefcases to other accessories like cufflinks and pencil cases. The brightly colored handmade trunks or purses that have come to their signature product are reminiscent of the British Raj Times. Every single article made by this collection is handmade. The prices range from 6000 to as much as 16,500. Smaller accessories like jewellers are relatively cheaper Rs 2200

### **Rachanna Reddy**

Accessory designer for purses. She creates a chick collection of clutch, small purses and jewellery that are handcrafted by skilled artisans and allow whoever carrying it to define their personality as bolder than before. Ratna ready designs are modern and contemporary, towards the traditional which allows you to pair it with every type of clothing. Her collection are in the range of Rs 3200 to 12,000. The prices are high, but it is worth investing in her collection

### **Sonal Verma**

An accessory designer for purses? And her brand is called *Rara Avis*. This collection incorporates leather in some way or the other. The designer's own albuma uses various types of Italian leather for each one of articles, which is why all the purses from her assemblage have a strong sense of identity that people tend to notice. The collection ranges from Rs 6000 to upto 13,000 depending upon the product

### **Rixi Bhatia**

Accessory designer for purses. The efforts of Jayesh Sachdeva and Rixi Bhatia are behind the label known as *Quirk box*. They offer fun, eccentric, an offbeat bag that have pretty much taken the market since their inception. Unique prints and bright colors are what lies at the foundation of all this creation, and it really shows in the accessories. Products range from Rs1600 - Rs 2500

### **Kanika Sachdeva**

Accessory designer for bags. These bags are minimalist and elegant while also functional with its numerous pockets and compartments, making it a perfect companion to any number of trends. Designed By Kanika Sachdeva the use of natural skin colors in darker or smokier tones keeps it sophisticated. They also specialise in large totes, small backpacks and have a lot to boast about apart from being made out of genuine leather. The price ranges from Rs 7500 -15,000 for the collection