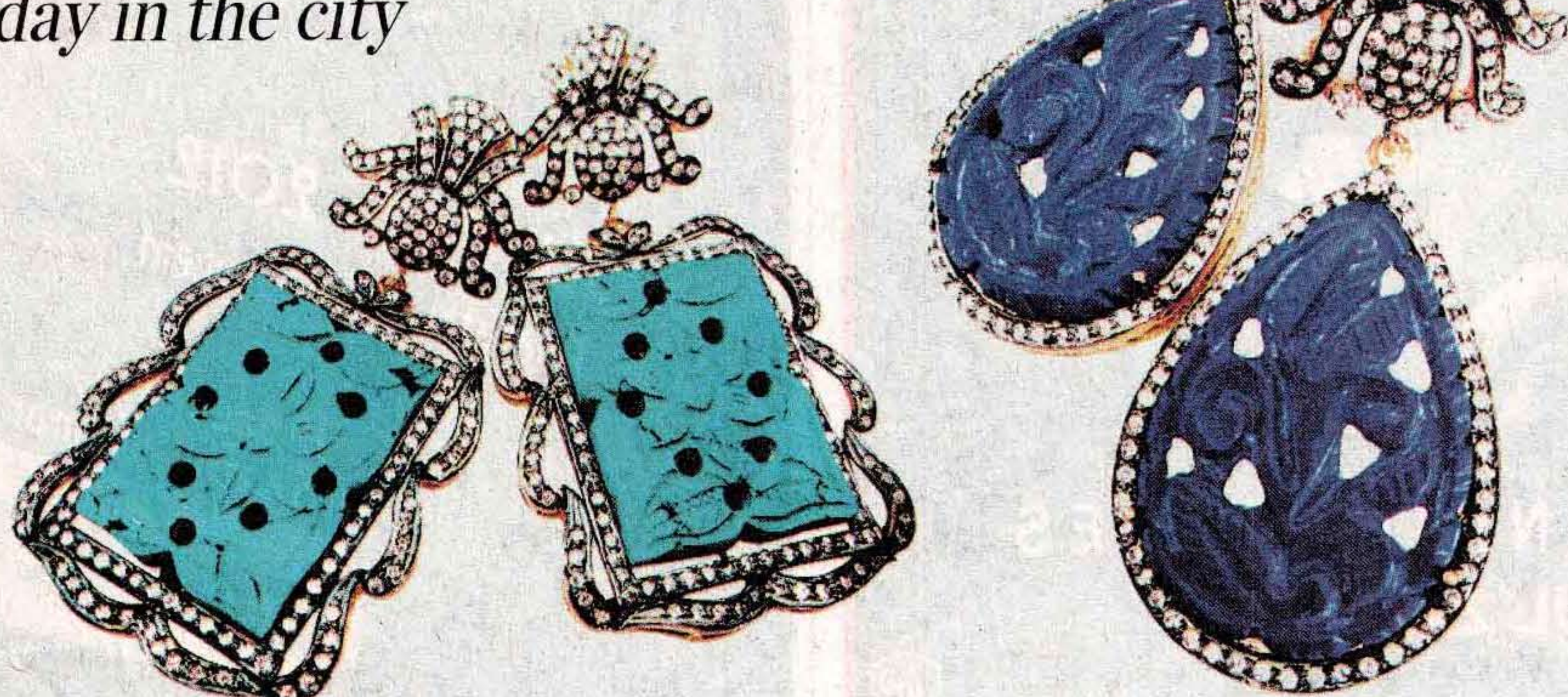


The dark side rises

DESIGN Pavan Anand unveils "Phantom Chic", his new line of semi-precious couture jewellery today in the city



After creating several lines inspired by architecture and distinct eras in history, jewellery designer Pavan Anand explores the dark side in human beings with his new line "Phantom Chic." As usual, stones play a stellar role in the collection that's glamorous and cutting edge. A synthesis of colour, texture and shape, the creations showcase the designer's control over form. As a run-up to the two-day showing (July 27 and 28) at Collage, Greems Road, the designer spoke about treading an intangible terrain, his fascination for stones and more. Excerpts:

An opera with the phantom Usually, my designs are place, architecture or history inspired. From Spain and Egypt to Moroccan and Victorian, I've done them all. This time round, I decided to hit an unexplored path and embrace the dark side of individuals. We are all the time acting out our roles as mother, father, sister etc. Or simply doing what's expected of us. But I believe there is this dark dimension in every individual that's thankfully suppressed. On a creative plane, this side interested



me. The stones and colours I've used reflect this mood. The collection is not conservatively beautiful. It's my attempt to get away from tangible references and enter the realm of the abstract.

Stone spell This line too features some unusual stones. Think colour play with beautiful quartz, labradorite and druzy. Huge uncut ones with a rather raw finish add an appealing dimension to the jewellery. They occupy a pivotal place in design and I've just thrown my staple zircons or diamonds to complete the look.

Distinct design Since this is a Fall-Winter line that addresses the murky side of humans, I've used some dark touches to accentuate the feel. The designs are bold and some of them are struc-

turally free flowing. In fact, this is a line that draws heavily from my architectural background. It's a technically precise collection that uses creative skills that are important to architecture. And as with my previous lines, this one too can be worn over a white linen shirt or teamed with a sari.

Global local My operations abroad, particularly in the U.S. and Canada are fairly established. But more overseas retail is happening in the coming months. I'm looking at new destinations such as Singapore and Hong Kong, besides looking at fresh destinations in the West. And yes, Morocco is also on the radar. Besides a slew of celebrities from Hollywood, my brand Dagmar was associated with a ramp show by Versace last year.

Architecture to jewellery It was an organic decision. Even while studying for architecture, jewellery design beckoned me. It's something I always wanted to do. But life will come a full circle when I launch my signature villas in Mumbai soon. It will be a journey backwards — to where I belonged!

A designer and an entrepreneur It's a tough balance. But as a designer, I float in a bubble totally cut off from reality. A creative person needs that isolated space to come up with something new every time. As an entrepreneur, you have to create a system that functions. And that's what I've done.

My USP Luxury for less. I've been focussed about giving my clients great designs for a good price. I'll not dither from that.

T. KRITHIKA REDDY

PAVAN SPECIAL A brandy quartz piece that Pavan created for Nicole Kidman and the piece de resistance of a collection commissioned by the royalty of Morocco

