

Bazaar STYLE



PUJA SHAH

Co-founder & Designer, Aurus and Moi

The Ahmedabad-based jeweller's design narrative is rooted in creating pieces that tap into the wealth of Indian crafts but speak of our modern times. Her personal style is no different. Puja Shah confirms that everything in her wardrobe is an extension of how she thinks and lives, curated to visually capture the person she is. She is proud of her heritage and flaunts that in how she dresses. Her sensibility, she adds, can be best described as timeless and India modern, with an eclectic touch. Puja constantly gravitates towards pieces high on craftsmanship and repeat value. Indian weaves are a staple in her collection, whether inherited as a part of her legacy or bought with the intent of eventually passing them down. A black crepe bandhani sari from her mother is one of her most cherished possessions. Easily three decades old, it features ambadal or mango motifs, and is a drape Puja has turned to for several important events, styled differently each time to befit the occasion. "But I do tend to wear it with a vintage pachikaam necklace or earrings," she adds.

OONA SHAMBHAVI D'MELLO

Visual Artist and Co-founder & CEO, MySustainOnline

As a champion of sustainability, Oona Shambhavi D'mello not only walks the talk but dresses the part too. The Goa resident is most at home in simple, fuss-free designs, but what seals her buying decisions are a brand's eco-conscious manifesto."I like to know how my clothes are made," says the multi-hyphenate artist. "I am very interested in not just the quality but also how transparent the brand is. I do look up their commitment to circularity and climate positivity," adds Oona. She derives pleasure from fashion when she knows she's wearing labels that value impact - just like she does by supporting ethical designers. It is for this very reason that sustainable clothing brand Reformation occupies ample shelf space in her closet, so much so that she even wore it to one of her wedding functions-an off-shoulder maxi with a thigh-high slit, paired with a necklace that she upcycled from her mother's choker. She is all about fashion with a side of storytelling, "preferably pre-loved by those who I love. A mix of new and antique never disappoints."

