

# Balcão

/Bālka'ô/

JODI 





# Balcão

/Bālkā'ō/

Can you live simply and still enjoy fashion? We're constantly thinking about this question. What does it mean to reduce your impact on the world and still delight in a new dress or a fabulous pair of trousers. For us, the answer has always been to treasure the little things. The flash of a bright flower. Savouring an evening with friends or family. A bite of cake. As they say in Goa, a 'susegad' way of life.

This time around we decided to try and simplify how we create as well. The emphasis is on easy, languid silhouettes that are meant to feel good worn at home or on the go. We've worked with deliciously soft mul, a fine woven cotton that feels like second skin, and chosen a set of vibrant colours in non-toxic and azo-free dyes.

Because when you're sitting on the balcão, watching the rain, you want to enjoy that moment. And we hope that we're there with you.



"She gathers them up so that their scent  
can mark her hands, her hair."



B02



B05



“ There's a flower for every moment  
that you spend with her. ”





















*"She has green fingers the other villagers say, anything grows  
when she touches it."*









“Hop on the back of her scooter for  
a spin to the beach at sunset.”









“ If you're ever invited to sit on her *balcão*, make sure to ask for a tour of her garden. ”







B01 - AMALTAS DRESS

B02 - BEGONIA TIERED DRESS

B03 - HIBISCUS WRAP DRESS

B04 - MARIGOLD PLEATED DRESS

B05 - BUTTERFLY PEA DRESS

B06 - TEA ROSE MAXI DRESS

B07 - ZINNIA TIERED DRESS

B08 - NIGHT JASMINE DRESS

B09 - PASSION FLOWER WRAP DRESS

B10 - AMARANTH PEASANT DRESS

B11 - DAHLIA NOIR WRAP DRESS

B12 - FRANGIPANI DRAPED DRESS

B13 - CHAMPA MAXI DRESS

B14 - PRIMULA CO-ORD SET

B14/01 - PRIMULA BLOUSE

B14/01 - PRIMULA CULOTTES

B15 - NILOFER DRESS



## CREDITS

MUSE - RACHEL VARGHESE

PHOTOGRAPHER - FARHAN HUSSAIN

MAKE - UP ARTIST - MITESH RAJANI