

Life in the slow lane

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Pallavi Shantam's Buna label celebrates an easier pace of design and creation



What inspires your creations?

PS: Buna takes its inspiration from nature, art and vintage fashion. Our esthetic is rooted in interrupted harmonies of form. Within the silhouettes, we capture evocative feelings of space with details veiled and hidden underlinings or at unexpected places.



How do you market and distribute your products?

PS: Our webstore has really worked for us. It has helped us to reach to a worldwide audience and sell directly to customers. We are selling our garments to over 30 countries through our e-shop. We only supply to select stores and do very few pop-ups. We have also changed our model to 'made to order'. It helps us to minimize inventory issues and to produce sustainably.



Do you believe fashion trends impact our wardrobe choices?

PS: In this world of fast fashion and changing trends, Buna urges you to take the journey slowly and consciously. Fashion trends have always affected our wardrobe choices but now high-quality timeless fashion that lasts for a long time is becoming more relevant as people are becoming more conscious of their choices. At Buna, we try and pick up on trends that are always in vogue, esthetic and timeless, such as our Sky Tier Floater Dress, which has an easy, free-flowing silhouette but intricate construction and detailing with multiple tiers and gathers. Our dresses from the latest collection – Tasha's Garden – follow the same esthetic. They are comfortable and anti-fit with easy free-flowing silhouettes, vintage details and impeccable construction.



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