

## FASHION

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### 10 UNDER-THE-RADAR HOMEGROWN LABELS FOR THE NEW-AGE MINIMALIST

Text by Sadaf Shaikh

These niche designers are allowing you to indulge your love for khadi palazzos, ikat pantsuits and cotton angrakhas....

It wouldn't be too far off the mark to say that many women these days are eschewing traditional festive wear for ensembles that exude an understated elegance. Besides wanting to avoid the hassle of dressing up to the nines in the sweltering heat, the reason for this newfound love for minimalist clothing could also stem from the fact that many of the labels retailing them have vowed to conduct themselves in an ethical and sustainable manner. In the last couple of years, many enlightened consumers have switched to a completely sustainable lifestyle and while these labels are definitely good for the environment, they also have a vibe that appeals to the self-possessed, 'woke' woman who takes the philosophy of 'less is more' to a whole new level.

#### Buna



**The story:** Buna's showcase at Lakme Fashion Week Autumn/Winter 2018 a couple of months ago was a breath of fresh air in a sea of embellished festive wear. The brainchild of Pallavi Shantam, a fashion graduate from NIFT, Buna is named after the Hindi word for 'woven' and stems from the designer's love for Indian crafts, slow fashion and sustainable design. If you are someone that is forever on the lookout for pastel outfits in billowing silhouettes, Buna's aesthetic will instantly strike a chord with your low-key wardrobe preferences.



**Verve loves:** A white pinafore in luxurious khadi with geometric lines, engineered pleating and red tassels.

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