

# Womensia

TWEET PATROL



**MINI MATHUR**  
**@MINIMATHUR**

If young people are not always right, the society which ignores and knocks them is always wrong”



## Does fashion ignore the 40-plus woman?

SUJATA ASSOMULL

I am 47-years-old and have worked in fashion for over 25 years; earning every smile line on my face and those extra few kilos around my mid area. Unfortunately, the industry I work in writes off every woman over the age of 45. Of course, we all know the reason, it's because fashion sees the youth as the future of the industry, it is where the growth is. But what about the now?

A recent study by the International Longevity Centre (ILC) found that those over the age of 50-years account for over 50 per cent of the spending in fashion — the fact is mature women have more purchasing power and today are also in better shape than ever— they become an easy target for fashion. Yet they are ignored. Brands are so occupied with pleasing millennials and Gen Z-ers, they forget to make styles that work for today's 40 plus woman.

It is only in your 40s when you really understand what your personal style is. You definitely make less fashion faux pas than you did in your 20's, but you still want some style inspiration. I keep reading articles on how "Fifty is the new Thirty" in fashion glossies — yet when it comes cover girls, women over 40 only tend to be chosen for the "Ageless" or "Fab at Every Age" cover. This at a time when inclusivity is one of hottest fashion talking points.

Luckily, there are a handful of real women in this age group who have great taste, I suggest you follow them on Instagram — they have style, substance and just the right amount of sass.

**Anaita Shroff Adajania**

The 40-something fashion powerhouse is the name behind some of Bollywood's red carpet most glamorous moments and fashion magazine's glossiest covers (Anaita has styled everyone from Aishwarya Rai to Alia Bhatt); though her own sense of style is comfortable, carefree yet always chic; she can go from a handloom sari, a Dior gown to a Savio Jon kurta while always injecting her special blend of boho-chic into the look. The launch fashion director of Vogue India, this celebrity stylist still rocks a bikini better than most swimsuit cover girls. Anaita was recently part of a Gucci social media campaign for its iconic Jackie 1961 bag and added her own unique cool girl vibe to her Instagram video for the Italian fashion house.

**Trinny Woodall**

I grew up watching "What Not to Wear" the BBC make-over show featuring Trinny Woodall and Susannah Constantine—women who

always said it as it is. Today Trinny runs her own successful make-up company, Trinny London, (and I suggest every woman over 30 use her Miracle Blur — it smooths the face and blurs those lines in an instant). Trinny's personal Instagram handle is the one to follow though, a digital closet confidential. From shopping to styling tips this 50-something likes to have fun with her fashion. Honest about the aging process, she enjoys dressing up and her flamboyant (yet mainly high street) outfit of the day choices will always surprise you.

Roohi Oomerbhoy Jaikishan: The executive director of an Indian FMCG company, RR Oomerbhoy has a maximalist take on fashion. A true style maven— she is an art collector, a clotheshorse and a host-ess with the

mostess. While food has become the mainstay of her Instagram account, she shares recipes from some of her fashionable friends around the world, it is served with a side of fantastical fashion. From timeless saris by her mother-in-law, veteran fashion designer, Pallavi Jaikishan to Erdem floral dresses Roohi adds her own sense of eclectic charm to her ensembles. A permanent fixture on best dressed lists, her fashion super-power is the way she plays with fun and statement making accessories. It is never about fashion diktats for Roohi but about her own personal take on style.



Anaita Shroff Adajania in La Fourti

### Better that breakfast

**NEWS ROUNDUP** Begin your morning with a nice bowl of fruit, porridge or granola and yogurt, and you can feel brilliant in no time! Not only are these foods tasty, satisfying for your hunger and a valuable source of energy, but you'll be pleased to know that they are great flat-belly foods. Combined they are supposed to help burn abdominal fat, improve digestion and help you keep away from the cupboard for longer. Breakfast is the

most important meal of the day; kick starting your metabolism and fueling your day ahead, so providing your body with a healthy and nutritious meal will do wonders for your body. Plus there are so many alternatives and additions you can make to this simple meal that provide that little bit extra; adding a spoon of peanut or almond butter, pouring on some honey or making a tasty smoothie, can make your breakfast just that little bit more delicious.



## It's always the way forward: JJ Valaya

PUJA GUPTA

The year 2020 was a period of silence for the Indian fashion industry as everything came to a halt. Then, 2021 started with a big announcement -- designer Sabyasachi Mukherjee sold 51 percent of his fashion brand to Aditya Birla Fashion and Retail Limited.

First Anita Dongre, then Raghavendra Rathore and now Sabyasachi, why are Indian fashion houses opting to take the corporate route? Are strategic collaborations the way forward in order to establish Indian brands as global entities?

"This was always the way forward" replies industry veteran JJ Valaya who took to Instagram to unveil his latest SS21 collection today. Titled 'BURSA', the line is the second chapter of his collection which was launched at the FDCI India Couture Week in September 2021.

"What is now happening in India, was happening in the West several decades ago and popular designer brands like Coco Chanel, Burberry, Versace are the leading example of it," Valaya tells.

"It's only when the corporate comes in, that there's stability of the business and the brand goes to another dimension. So, I think this is a fantastic move forward and it's only going to go better."

Earlier designer Anita Dongre's company had received a sizable investment from a large US Private Equity Fund in 2013 and was the only Indian designer with a retail presence in New York. Now Sabyasachi has announced he is set to open a 6,000 square foot retail space in the city in early 2022.

Asked if he has similar plans, Valaya answers: "Well, if it happens, we will surely consider it. I feel for us it's a couple of years to go before we can take this route. At the moment, we are doing a significant amount of experimentation and expansion within. If we find a suitable partner, of whom we are convinced can take the brand to another level, we will certainly be open for it."

Talking about his collection, Valaya believes: "I always believe when you are truly inspired to do a collection then seeing all the interpretations in six months is never enough, you must give it at least 12 months to kind of try and interpret it in as many ways and forms as possible."

He adds, "And fortunately for us, in India we have two very clear themes between winter and summer that allows a significant change in the weather and that gives us room to experiment. And yet having said that, at the same time we are essentially a couture design house and we focus on wedding clothes and occasion wear. So the challenge is always how will you make the bride, the groom and the guests look spectacular still wearing the silks and organza but making them relevant to the season. This second chapter of Bursa -- is essentially a whole new interpretation of inspiration we initiated six months ago."

As the pandemic has changed how Indian couture is seen and interpreted, has it also brought on a change in design philosophy?

Valaya replies: "I have always been very clear that come hail or storm, the signature of the brand should never change. So, of course things will lead us to all kinds of circumstances... but the DNA of a brand should persistently continue. So, if you ask me that if the pandemic changed the way I think, No, it didn't."



## Artist Michelle Poonawalla exhibits series on companionship

**Titled 'Kagaz', the show featuring her works runs till February 26, 2021**

Celebrating friendship and companionship during these challenging times, five portraits taken by artist Michelle Poonawalla in her home city of Pune, are part of an ongoing exhibition in an Ahmedabad gallery.

Poonawalla, an artist who lives and works between London and Pune, is showing this new series of drawings as part of 'Kagaz', a group exhibition of works on paper which runs until February 26 at 079 Stories.

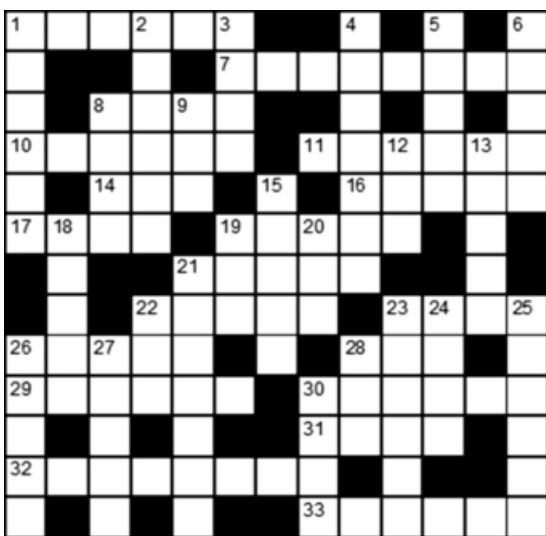
For Poonawalla, drawings and works on paper represent a very personal and emotive medium, allowing her to delicately portray the emotion of the subjects. As with Poonawalla's larger body of work the drawings are intended to create a moment of reflection for the viewer and ask them to think about their surroundings and the wider world.

Talking about the exhibition, Poonawalla says: "For me drawing is a very important medium. Whilst audiences may be more familiar with my larger installations and digital work, drawing forms the base of everything I do and I was delighted when 079 Stories asked me to present a series of works on paper."

Poonawalla's works explore universal, socially engaged topics that resonate with a diverse range of audiences, creating powerful memories and moving experiences.

Her practice combines cutting-edge technology and traditional artistic mediums in an emotionally charged and poetic form; often utilizing sound, video mapping, projection, motion sensors and other techniques to bring her innovative paintings and installations to life.

Paper is the strongest and the most versatile medium of expressing oneself may it be in the form of words, crafts, or art. 'Kagaz' is a celebration of this and alongside Poonawalla the exhibition presents 21 artists from across the country displaying works on paper including Anuj Ambalal, Al Qawi Nanawati, Ashish Kushwaha, Claire Iono, Ghanshyam Rathod, Hindol Brahmabhatt, Krishnendu Roy, Malabika Burman, Milburn Cheria, Pradeep Ahirwar, Rachnan Badrakia, Ronak Sopariwala, Satish Gupta, Shahanshah Mittal, Shefali Nayan, Shrikant Kadam, Vikesh Ghosh and Viraj Mithani.



**SOLUTION TO FEBRUARY 15**

WHISKY R COMM A  
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V G INANE T  
DEEMING N TAO  
ENYA C I ATRIC  
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CAIRO U WAGON  
I GOT E VENT  
ALIEN L TEXAS

### CROSSWORD

- Across**
- Term of play in polo (6)
  - To some extent (8)
  - Assist or aid (4)
  - Small two-door cars (6)
  - Abrasive (6)
  - Panaji is its capital (3)
  - Sensational (5)
  - Computer screen symbol (4)
  - Dairy product (5)
  - Monetary unit of Ecuador (5)
  - Neck of mutton (5)
  - Playful sprite (4)
  - Sleeper's woe (5)
  - Vessel or duct (3)
  - Governess (6)
  - Active (6)
  - Snakelike fish (4)
  - By which people are familiarly called - not only cats and dogs? (3,5)
  - Cuts off (6)

- Down**
- Ostentatious (6)
  - Persist in (4,2)
  - Serpents (4)
  - Interstellar clouds (7)
  - Professorship (5)
  - Horse (5)
  - Quasimodo's creator (4)
  - Meadow (3)
  - Not speaking (3)
  - Relating to or of a city (5)
  - Killer whales (5)
  - S. American "beaver" (5)
  - Mongrel dog (3)
  - Work unit (3)
  - Public disgrace (7)
  - Monetary unit of Japan (3)
  - Russian physiologist who experimented with dogs (6)
  - Functions (4)
  - Canoes used by Eskimos (6)
  - Take as one's own (5)
  - Efts (5)
  - Contend (3)
  - Not so much (4)

### SUDOKU

4			5	1				3
	3			8				9
	1	7		2				6
	9	2					6	5
	7	5					4	8
	5	8		3				4
	6		7					2
7			9	4				8

**SOLUTION TO FEBRUARY 15**

8	7	3	2	5	4	6	9	1
5	4	9	3	1	6	7	8	2
6	2	1	9	7	8	3	4	5
1	8	7	6	2	3	4	5	9
2	5	6	4	9	1	8	7	3
3	9	4	5	8	7	1	2	6
9	3	8	1	4	5	2	6	7
7	1	5	8	6	2	9	3	4
4	6	2	7	3	9	5	1	8