



GIONEE INDIA BEACH FASHION WEEK (IBFW), 2015, GOA

BEACH IS THE NEW RAMP!

KARN MALHOTRA'S CLASSIC EDGY COLLECTION MADE A STRONG FASHION STATEMENT AT GIONEE INDIA BEACH FASHION WEEK 2015

Karn Malhotra's brand presented classic, edgy fashion that will delight women of all ages at Gionee India Beach Fashion Week 2015.

Creating the perfect cool summery look, Karn worked with cotton blends, georgette, cotton and Lycra with an anchor cluster motif print and colour blocking as the centre of attraction. Working with colours that were ideal for fun in the sun, Karn opted for green, white and pale champagne with subtle glitter of traditional beads thread work and rhinestones.

Opening the show with a hot bikini clasped with a jewelled belt, the show moved smoothly to shaded champagne/white chiffon covers and dresses layered seductively to create a feminine image. Asymmetric layering and interesting cut-outs bordered with glitter was the mainstay of the collection.

Detailing was intense with belts, shoulder patches and collars embellished with gold, metal chains and studs along with hints of brown faux leather making a strong fashion statement.

Catering to a wide spectrum of fashion followers, Karn's line moved from evening lounge wear, to casual semiformal day wear and then added gowns, maxis, tunics,

separates and swimsuits. Evoking a hint of the retro influence there were high waistlines and sleeve patterns all created in a contemporary mode.

The white and jade line with anchor print was ideal for the cruise wear look, with monokini, halter dresses, corset tops, shorts, front ruffled shirt tail minis and palazzos with off-shoulder poncho. The final line of Grecian gowns in black and white with subdued glitter was a great end to the show.

For women who long for a mix of the past and present when they move around the globe, Karn Malhotra offered many glamorous choices.

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