

# Ethnic best for the festive season

SHARADHA SRINIDHI, JP Nagar

**C**atering to consumers who appreciate the beauty and exclusiveness of rich ethnic and contemporary clothing with an edge is a mother-daughter duo in JP Nagar, who have been combining their love for art and fashion and turning it into a brand.

Shylaja Ananth and her daughter Sangeetha lead a highly skilled group of karigars and artisans from Kutch, Jodhpur and Uttar Pradesh who specialise in various types of traditional embroidery in bridal wear. But they also use this craft in contemporary wear such as kurtis and tunics to create an exclusive look.

Though Shylaja began by designing exclusive children's wear, she soon moved to designing and supplying exclusive leather products. But it was in designing exclusive cholis that she specialised. "There were several young women who wanted to wear traditional ensembles for occasions such as weddings, but were hesitant to do so because they just didn't know how best to match it with a blouse. I began by helping them match trendy cholis with coordinated sarees," says Shylaja. Soon she was swamped with a clientele of youngsters and NRI's who wanted cholis for every occasion.

"My goal is to promote Indian clothing, especially the sari, among younger genera-



Sangeetha and Shylaja Ananth

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**Shyna Design Studio is conducting an exhibition of designer suits, kurtis and dupattas**

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tiori. And I do this by designing trendy and ethnic cholis that can be worn with coordinated saris to give a flattering and feminine look," says Shylaja. And her store, Shyna Design Studio, is driven by Shylaja's vision of great quality and design.

Shylaja's daughter, Sangeetha, who's is a trained design graduate from the College of Fine Arts Chitrakala Parishath, gave up a corporate job to pursue her creative passions with her mother. Today, Sangeetha provides design inputs for Shyna creations.

And this festive season, the store has an exhibition-cum-sale of exclusive suits, kurtis and dupattas from October 2 to 6.

*Shyna Design Studio is at 12, 15th Cross Ring Road, JP Nagar, VI Phase. For details, call 5845670320*

