

## **Indian Bridal Designer Unveils Her First Rajasthan-Inspired Bridal Collection**

*Fulfilling a long held dream and driven by her creative curiosity, renowned elite Indian designer Anita Dongre launched her first bridal collection entitled “Timeless” last week in India’s fashion capital, Mumbai.*

September 4, 2012 (FPRC) -- The opulent Asian bridal wear collection includes lehengas, sarees, cocktail gowns, Indian suits for women, and Sherwanis, Jodhpuris, silk kurtas for men. The textiles are inspired by the weaves of Benares and the handwork of Rajasthani craftsmen. Anita is setting a new benchmark in bridal luxury with exquisitely hand-woven textiles of Varanasi with Gota Patti work created by skilled artisans from Jaipur.

The collection will debut at the Anita Dongre three-storey full service bridal boutique at High Street Phoenix in Mumbai. Anita believes that not only the wedding day, but also the process of choosing the bridal outfit is a dream for every bride. Each bride needs special attention and bespoke attention to suit her individual sense of style and comfort.

In keeping with this, the exclusive bridal wear studio has an enclosed space for the bride, where she can choose from various fabric swatches and styles. The décor of the store is inspired by traditional Jaali work from Jaipur, and a marigold coloured carpet sprawls across the store, to denote Indian ceremony and celebration.

The color palette meanders from peaches, to whites, to limes and cool aqua blues. The line also has the much wanted pinks and reds for the Indian bride. The bride that Anita Dongre aims to reach out to is modern and does not want to be weighed down by the traditional heavily embroidered bridal lenghas on her special day.

On this milestone, Anita says, “I am thrilled to launch this line because it’s been a much anticipated dream for me to explore bridal wear. I love design, and I love the beauty each blushing bride exudes, and I think it is very essential that she is content with her sartorial choices for her wedding day and pre-wedding celebrations. She should not be weighed down by heavy lehengas, but should be able to have a good time and dance at her wedding and most of all move with comfort and ease in her wedding outfits.

Anita’s innate flair for ethnic feminine style is reflected in her versatility as a designer. She has previously excelled and made a name for herself in the design of kurti tunics, indo western fusion pieces and salwar kameez trouser suits. Her talent enables her to create collection after stunning collection that is underpinned by her intuitive awareness of the contemporary Indian female desires and how to keep her on trend whilst remaining true to her heritage and ethnic roots. In that sense, her designs voice the taste of the new age 21st century Indian woman, whether living in India or abroad. Her bridal wear collection will exude those same values.

Anita is currently offering bridal wear consultations for designing individual pieces and bridal trousseaus for the forthcoming wedding season. Brides from India’s metro cities as well as NRI clients from London, New York, Toronto and Dubai are expected to make a bee line for her studios, enticed by what is indeed a truly unique and much needed offering in the sphere of Indian bridal

wear – traditional ensembles with contemporary overtones.

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