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Fashion steps off the ramp and into art

Artists are joining designers with a show at the Mumbai Fashion Week

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The Mumbai Fashion Week this October will throw its doors open to the art world. You may enjoy fashion on the ramp and paintings, sculptures, murals and photographs, off it. Designers taking part in the Fashion Week have not yet been announced, but Ajay De, Arzan Khambatta, Samir Mondal, Satish Gujral, Jayasri Burman, Rini Dhumal, Brinda Miller and Laila Khan Rajpal will represent the art world at the NCPA through an 'ArtStudio' put together by Jamaat. They will display works interpreting their idea of fashion.

Speaking about the ArtStudio, advisor Anil Chopra said, "This is the first time an initiative like this is being undertaken. The artists have absolute freedom to do what they want. It's their expression of fashion. It's all about one creative form expressing what it thinks about the other."

While Pravina Mecklai of Jamaat added, "The world over, fashion designers have showcased their collections at art galleries and museums. While on the other hand, some haute couture designers in Milan have art galleries within their prestigious stores. This is an enthralling synergy between art and fashion as they both reflect visual creations with colour and form."

The artists chosen for this initiative are hip to fashion. Arzan Khambatta is planning a very powerful piece, mostly in copper, epitomising fashion. "There is art in everything and I'm all for art mixing with all other kinds of art. After all, they are both forms of creativity and it will only add to the link," he said.

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ART MEETS FASHION: Ajay De, Laila Khan Rajpal, Brinda Miller, Samir Mondal; (standing from left) Pravina Mecklai, Simeen Oshidar, Arzan Khambatta and Anil Chopra