

Living Fashion, food, 'n' fun



FOOD ETYMOLOGY

It is said Anzac biscuits, popular in Australia and New Zealand, got their name because they were shipped to Anzac soldiers during the World War.

Athletic, at leisure

TWO IN ONE Ditch those boring jeans, embrace athleisure. A funky concept for uber-stylish gym and sportswear, it doubles up as stylish lounge wear. **Surekha Kadapa-Bose** tells you how to rock this style

A billion-dollar industry is being created on a new attire trend. And according to market analysts, this market is expected to grow worldwide by at least 50 per cent by the year 2020. The key players are the likes of Nike, Gap, Lululemon Athletica Inc, Under Armour, Adidas, Reebok, Hackett, Ralph Lauren, Hugo Boss and Dolce & Gabbana, among many others following suit. The trend we're talking about is 'athleisure wear.'

This is a new funky word for comfort wear for both men and women. Athleisure is a vague but new concept for high-end or uber-stylish gym or sportswear, which doubles up as leisure wear or lounge wear. It is a new phenomenon and subscribes to a more relaxed form of fashion, which is luxurious but also comfortable – like yoga pants, velour tracksuits, cashmere sweatshirts, trendy sneakers and the like. But they come with a subtle hint of luxury and style. They are worn for various casual and semi-formal outings and designers are creating looks and collections around this trend.

If at any point in time you happen to be passing through the airports of Mumbai, New Delhi or Kolkata, you may come across the likes of Shah Rukh Khan, the father and son duo of Bachchans, Hrithik Roshan, Ranbir Kapoor, John Abraham, Shahid Kapoor, Kareena Kapoor, Deepika Padukone, Malaika Arora Khan and many others attired in athleisure wear, as they walk nonchalantly in and out of airports. Many a time, even for press meets and semi-formal meetings, the preferred attire is the new athleisure wear making these celebrities look comfortable and relaxed even in the hot, humid and sultry weather of the metros. Jeans and denims, which have been ruling the casual style quotients for decades, are taking a backseat.

"This trend grabs a lot of attention. I can carry this athletic wear to my world beyond the gym. I go in favour of athleisure for a casual coffee or the movies. I feel comfortable and these clothes don't make one look too casual as they retain the chic factor," says Delhi-based stylist Sonal Jindal of Medusa.

Adaptability
There are many attires which can make for the athleisure wear, but the most popular ones are the yoga pants and running jackets. The soft comfort of the yoga pants or leg-

IT'S A TREND THAT OFFERS COMFORT FOR SURE; BUT TO BE ABLE TO CARRY IT OFF, IT'S IMPORTANT TO HAVE AN ATHLETIC AND FIT BODY...

gings are the top priority. Most of these pants are in a light, neutral tone and paired with smart sports bras. A long-sleeved T-shirt enhances the look. Add to this a smart pair of footwear to complete the cool look. You can hit the gym and saunter out to meet your friends for lunch or coffee, without needing to change. To give a slight fashionably 'lunchy' look, add a slight touch of lipstick or kajal and you are set for a stylishly comfortable look.

You should invest in a good running jacket. You can just never go wrong with a sporty running jacket. Add a cool touch to your casual look with a pair of vibrant sunnies and an eye-popping tone for your ear-phones. Quirky sneakers add the perfect finishing touches to this look. And with this attire you can go shopping, catch a matinee show with friends or have a cool drink at your favourite restaurant.



Or else, how about a dual-toned tank-top over a pair of well-fitted capris along with a cool wrist-band and cycling shoes? It will totally set the tone for your day. Simply throw on a black-striped jacket and sling on a leather duffle bag to arrive at work in style! However, if your office insists on formal wear, then of course this style is a

big no.

Nagpur-based women's wear designer Shruti Sancheti admits that the new trend isn't all encompassing. "Although they are comfortable and stylish, they are certainly no substitutes for formal or party wear. They tend to look a bit too casual. But since fitness and active lifestyles are the order of the day, it is a subgenre of fashion which has gained a lot of popularity and is here to stay," she says.

Revisiting fashion

Although it is now that this trend has a name, many of the Hollywood celebrities have been flaunting this trend over years. In fact, as collegians in the 80s, we too unknowingly flaunted this elegance when we borrowed our brother's or father's large T-shirts to sport that casual, grungy, laid-back look. Way back in 1996, Sharon Stone must have been the first celebrity to wear a GAP black oversized T-shirt with a Valentino skirt for the Oscars award ceremony.

Nakul Bajaj, CEO of Darveys.com, admits that there is an increasing number of new customers who are opting for these clothes. "We do have clientele who like to splurge on luxury sportswear even on weekdays. And since the trend is picking up at great speed, we are definitely trying to get maximum essentials online from our partner boutiques – embracing all types, variety, brands and fabrics for both men and women," he says.

But one needs to be cautious while opting for these attires. Not everybody can sport it for all do's. Designer Jannat Mehra of J by Jannat, explains, "This new trend isn't for everyone. Besides being apt for certain sizes, it also just suits people of certain age groups. It's a trend that offers comfort for sure; but to be able to carry it off, it's important to have an athletic and fit body." Do we see dudes and divas make a beeline for the gym already?

SHOWCASE



Floral attraction

Zynna, famous for its wide-ranging collection in fabrics, has recently introduced a soothing and blooming range of curtains and cushions. To beautify one's home decor with floral prints and patterns has been a widely preferred trend in India and abroad. This new range of curtains and cushions is very pleasing and comforting, giving a soft and elegant touch to one's abode. The collection has an adorable range of graceful printed florals replicating nature inspired by the countryside and English gardens. The fabric used is 100 per cent cotton, which is optimal for soft furnishing.

In varied range of calming and soft tones of pink, lavender, berry, beige, red, pastel and green, the collection involves relaxing tones and patterns, which are perfect for curtains and cushions. This new range of soothing and blooming curtains and cushions are rich in floral prints – an apt choice for those who want to redefine their home's interiors in style and grace.

Sound of music

boAt unveils its new product Rockerz On Ear, a bluetooth stereo headset with super bass, which will be exclusively available on Snapdeal through a strategic partnership with Imagine Marketing. Through the online platform, the brand offers customers across India the ease, convenience and joy of experiencing music with stylish and trendy headsets. boAt, one of the latest entrants into the audio and tech industry, has successfully launched bluetooth speakers and power banks.

Rockerz on Ear is a bluetooth stereo headset with a stunning design and lightweight body. Its ergonomic base creates a custom fit for any head shape so one can keep music all to oneself.

The sturdy headset with a 3.5 mm jack connects with a range of devices as well as plays music wirelessly via mobile/tablet and other devices, with crystal clear sound and extra bass, keeping the audio delivery intact. The headset comes with softer ear cups for an extended usage. With its super flexible structure, one can fold it and travel light.



Piece of art

Gulmoharlane.com has introduced an impeccable Chesterfield Leather Sofa Collection.

Hand-made by fourth generation sofa artisans in Jaipur, this new



collection is designed in burgundy, representing sheer royalty and luxury with its choice of colour and design aesthetics.

A three-seater Chesterfield sofa, a wing-back arm chair and an ottoman complete the range. The new collection has the hallmarks of the form – deep button-tufted upholstery, rich leather, rolled arms, nail-head trim and works for just about any room. Acquiring a distinct Chesterfield sofa, thus, is like investing in a piece of art.

The extensive curves and opulent, button-tufted padding of classic Chesterfield designing lend these sofas a dramatic style and enticing comfort. There's something inherently lavish about a Chesterfield sofa – there's just so much to love. Probably that's why the Chesterfield sofa has remained a classic style over the years. This is like reminiscing the old and celebrating the new.



Royal feast

To celebrate the spirit of patriotism and explore the rich heritage and design pattern of India this Independence Day, Alchemy De Luxe has introduced two new limited edition pieces to their Royal Fiesta collection. This time the brand extends the product category and has added a gold flat round dish and a similar serving bowl with a removable gold lid. These additions will surely heighten one's dining experience and include a sense of royalty and sophistication to your dining table.

Designed exclusively by Poonam Gupta, the chief designer and CEO of the brand, this collection represents the royal flavour of India in the 16th century and is deeply inspired by the designs of Mughal era. This limited edition handcrafted collection is crafted in 92.5 sterling silver and polished with 24 carat gold plating. Mughal pattern and design has been intricately chased to make this piece splendid and add opulence and style to your dinner table.

Living She

For all those 'awkward' conversations

BEING PREPARED Talking about puberty and sexual abuse with your kids is never easy. But it has to be done. Deepa Kumar's online portal attempts to make the task less uncomfortable, writes **Pooja Mahesh**

When you watch one of the videos she has created on child sexual abuse and puberty, you watch in amazement. Not because the content is shocking or makes you feel uneasy, but because of the simplicity with which issues are deconstructed. In a matter of a few minutes, she is able to do what many can't – convey what puberty is in a very simple and direct way.

Launched in September last year, howtototallyourchild.com is the brainchild of Deepa Kumar. When you meet her, you come to realise that she is as straightforward as her videos and workbooks. It's only logical – her need to be direct comes with the territory she's dealing with, puberty.

Delving into the nitty-gritty of child sexual abuse and puberty through her interactive online portal, Deepa emphasises on the importance of talking to your child about such sensitive issues, right from a young age. "I think the whole thing

started with the fact that we don't want to talk about sex, which is why we don't want to talk about puberty and the potential abuse. If they don't know what is going to happen, how will they differentiate the right from the wrong? As there is no real knowledge, they don't understand what is wrong. More than it being wrong, they won't realise that someone is taking advantage of their innocence," she says.

Being the mother of two young daughters, Deepa related to the difficulty of explaining such sensitive topics to children. And when she found out that there were other hapless parents like her, the project became much more important. Wanting to tackle this problem of making 'tough conversations easy', she started this platform so that parents like her could explain such processes in a fun, interactive and positive manner.

Commenting on the already available content on puberty and sexual abuse, she quips that the language being used was

rudimentary, as it did not go beyond 'good touch' and 'bad touch'. She argues a perpetrator does a lot of the things before touching, such as being alone with the child. As a result, the child should be forewarned about the act and be made aware about how to identify it before it happens.

Deepa's interactive content, both in the form of books and videos, are aimed at young boys and girls (as early as three years), and parents. 'Awkward topics' like 'how do boys' or girls' bodies develop?' are covered and her videos and workbooks are extremely well executed, making you wonder if it was really difficult to talk to your children about it. And the icing on the cake is that they are neither preachy nor loaded with jargon. It is simple, to the point, and pretty much self-explanatory.

Red flags

Inappropriate acts, such as exhibitionism, fondling and intercourse are seen as child



MAKING IT EASY Deepa Kumar

sexual abuse. According to a survey conducted by the Ministry of Women and Child Development, 53.22 per cent children reported having faced one or more forms of sexual abuse.

Deepa has created five alerts by which the child can know when something is wrong and communicate it to his/her parents or close caretakers. She identifies the five alerts as:

- **See alert:** No one apart from the child's primary caretakers can see their private parts and they should not see anyone else's.
- **Talk alert:** Children must not talk about their private parts with people who are not their caretakers.
- **Alone alert:** Children should ensure that they travel in groups and not wander alone, except with their caretakers.
- **Hold alert:** Children should not allow people they don't know to hold, hug or kiss them. If they feel uncomfortable, they should say no.
- **Touch alert:** No one other than the child's parents and caretakers can touch their private parts.

By providing the children with proper vocabulary and language, it becomes easier for them to talk about a wrongdoing. "I was experimenting the alerts

with my then four-and-half-year-old daughter, when she said that someone had done the 'touch alert' with her," recalls Deepa. "As she had the language to come and tell me, she could see to it that her parent would do something about it. This will deter many abusers from repeating their acts," she adds.

If parents are able to talk about such things more openly, children will become less curious and experimental, believes the entrepreneur. Deepa started her own company called Yashram Lifestyle, which deals in creating comfortable maternity wear and innerwear for women. Driven and focused, she now aspires to eliminate the cloud that surrounds 'difficult' conversations and provide a reliable platform for parents and children to discuss puberty and sexual abuse.

The platform has been extremely successful and has received a lot of involvement from other countries, too, reveals Deepa. In the future, she hopes to diversify the programme to other 'awkward' topics such as safe sex to help dissuade the unease.

"Our fear of these things are imaginary. If we really deal with it head on, it can become a friend like our mascot, Ms and Mr P the dragon," she maintains.