

Green with a Vengeance

Check out **ANITA DOGRE'S** latest eco-friendly collection today, says **RASHMI HEMRAJANI**

Rejoice, the fashion season is on the horizon with fashion weeks and Spring/Summer collection previews. Anita Dogre's label AND goes green. Her new collection is created using bio-degradable natural fiber from Birla Cellulose. Anita says, "We have worked with the Aditya Birla group since the past four years; they

process the fibre viscose to fabric for us. Viscose gives a brilliant luster and an excellent fall to the ensembles. And its anti-bacteria and super-absorbent abilities make it soft, breathable and pleasant to the skin. It's a young and fresh fabric which allows you to breathe.

.event of the day.

Also the collection has great hues such as leaf green, pink, indigo blue etc. The collection has tops and dresses that start from Rs 1,000 onwards." Today, there is a preview of the collection at AND, High Street Phoenix.

That apart, Anita's Spring/Summer collection is inspired by geometric and floral motifs and she lays emphasis on style, detailing, cuts that flatter in soft fabrics. This season's colour palette has hues that denote the serene transition of dawn to dusk. The juicy colours

range from uplifting orange, sunshine yellow, soothing blue and move into steely gray with a sprinkling of white. With so much already on her plate, she is also launching a new collection called *Timeless* which consists of Indian wear. She says, "Raveena Tandon will be the brand ambassador. I think Raveena is the best choice as she is elegant. Also, she defines Indian-ness to a great extent."

Her only setback is that she is not participating in the Wills Lifestyle Fashion Week. Anita explains, "After doing all this, there is no time and energy left to put together a show. However, to compensate, this time I have taken up a bigger stall so that I can accommodate all my collections."

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Eco-friendly collection

Anita Dongre