

## Designer Report

### Introduction

**Manish Malhotra** is an Indian fashion designer who often works with Hindi cinema actresses. Born in 1965, Manish Malhotra grew up knowing he wanted to become a part of the fashion industry, choosing to forgo taking over his family's business to pursue a fashion career. He launched his label in 2005. In 2014, his label marked a turnover of over INR 1 Billion making it one of the first Indian luxury fashion houses to do so. Manish Malhotra started his career as a model, while studying at the Elphinstone College in Mumbai. Though he did not have formal fashion design training, he was attracted towards costume design due to interest in clothes, costumes and art. The designer's fascination with fashion began at 14 during the preparation for his brother's wedding, during which he took great interest in the design of his mother's clothes and jewelry for the occasion. (BoF).

### Background

He was born on December 6, 1966. He did bachelor's in arts from Elphinstone College, Mumbai. He even worked in a boutique as a part time salesman. In 1998, he ventured into mainstream designing with his couture store 'Reverie - Manish Malhotra'. This brought him clientele from beyond the film industry to include fashion-mavens across India and the Indian diaspora. Soon after, he received appreciation for his glamorous ensembles using traditional colors, craftsmanship, textures and embroideries presented at his first runway show in November 1999. In 2005, he launched his couture label MANISH MALHOTRA which offers bridal, couture, diffusion and men's wear collections and currently retails at two stores in Mumbai and New Delhi. The label also retails at multi-brand

boutiques across India and in Dubai. He started his career as a costume designer at the age of 23. Today, Manish Malhotra's fashion label is a company with a turnover of over Rs .100 crore.

Recently, the designer has completed 25 years as a costume designer and 11 years of his fashion label. Manish Malhotra has been associated with the word 'glamour' from the word go. The master designer makes extensive use of sequin, golden threadwork and other embellishments in his ensembles to add a dreamy touch to them. Not surprising that every piece that comes out of his studio looks straight out of a Bollywood movie. Manish Malhotra also has a knack of understanding people's bodies to drape them in a way that his outfits flatter their curves. Which is why he is the dream wedding designer for so many brides! Manish Malhotra designs sarees, anarkalis, lehengas and other fusion outfits for women and dabbles in sherwanis and kurtas for men. A large percentage of his work is custom-made, and prices are given only on request.

### **Market Segment**

He is predominately known for his vibrant, color blocked womenswear and intricate use of Kashmiri embroidery. His line is worn by some of Bollywood's most famous stars, including Priyanka Chopra , Kajol, and Parineeti Chopra. He has shown at South Africa Fashion Week, Dubai Fashion Week, Wills India Fashion Week, Delhi Couture Week and India Resort Fashion Week Malhotra has dressed some of the leading actresses in Hindi cinema such as Kajol, Karisma Kapoor, Kareena Kapoor Khan, Deepika Padukone, Katrina Kaif, Kangana Ranaut, Alia Bhatt and Aishwarya Rai Bachchan. He has presented his collections at showcases across the globe: Malhotra worked on the design a traditional outfit for Michael Jackson, during his visit to India in the late 1990s. He has also worked for Jean-Claude Van Damme, Reese Witherspoon

in Mira Nair's Vanity Fair, Kylie Minogue and Jermaine Jackson and wife Halima-He also designed the wedding outfits for the Princess of Riyadh.

## **Design**

Manish Malhotra never fails to showcase the handcrafted legacy of India. His designs and styles get churned into a magical blend of rich textures, which include satin, Georgette, silk and chiffon and many detailed fabrics adding to his innovative list. Be it his Indian costume collections or even his western clothing collections, his created costumes do not merely showcase a 'plain Jane' look. Intricately embedded sequins, Swarovski, pearls, tassels, and crystals, thus creating more glamor endowed in his outfits that define his talented art and style. His traditional outfits play with a galore of colors bearing different shades and at the same time, his western collections spread the enhanced essence of modernism coated in unique layers of creativity and elegance.

## **Collaborations/ Projects**

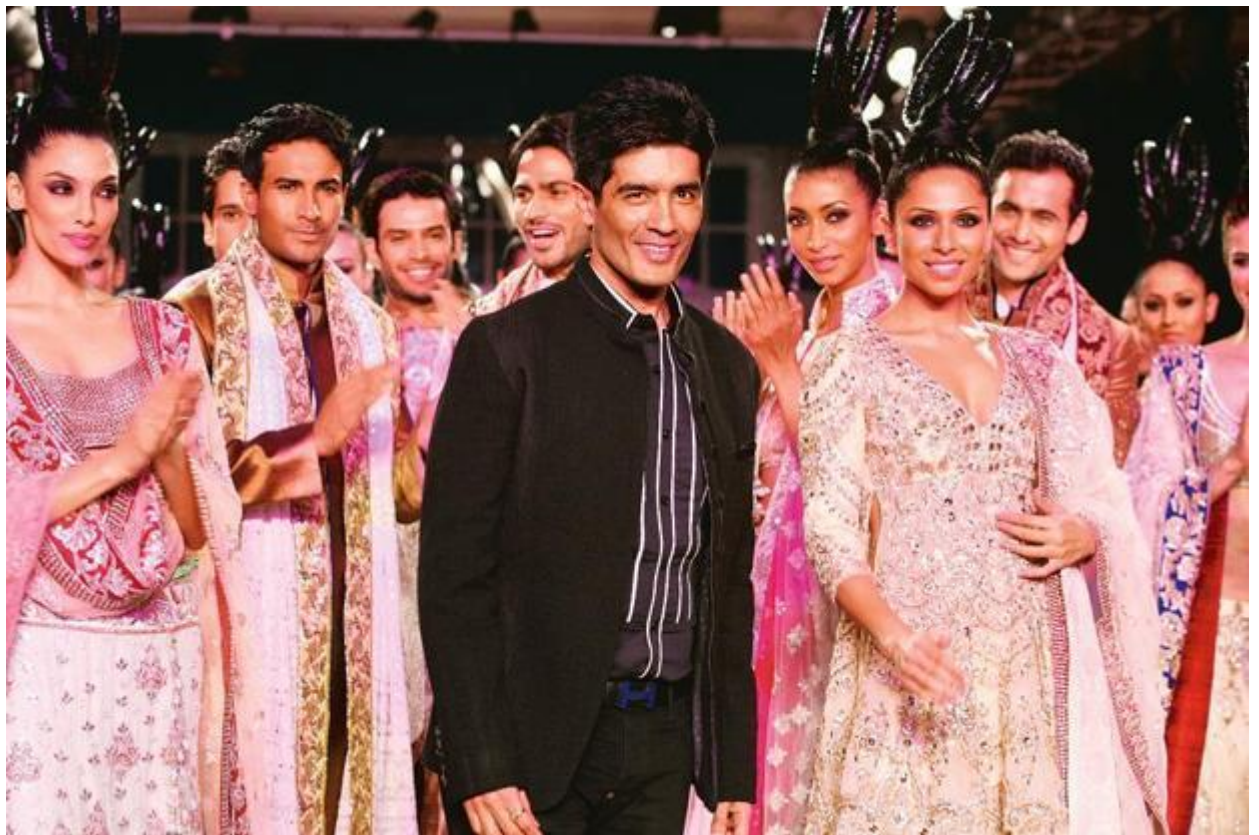
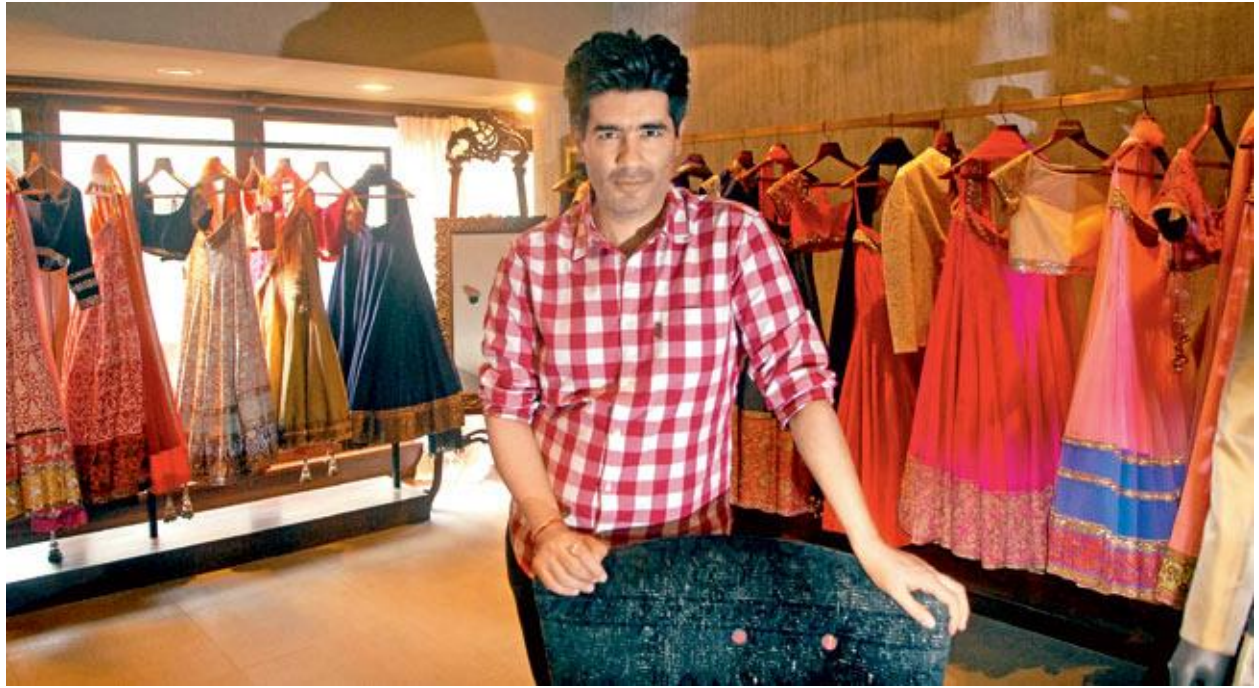
In August 2016, Malhotra's show for Lakme Fashion Week's Winter-Festive edition was shot for a Virtual Reality fashion experience by Etihad Airways. The Virtual Reality video was released earlier in January 2017 at Etihad's Innovation Centre in Abu Dhabi.

He also collaborated with Google to launch the 'G Suite' – a set of intelligent apps designed for modern professionals.

## **Promotion**

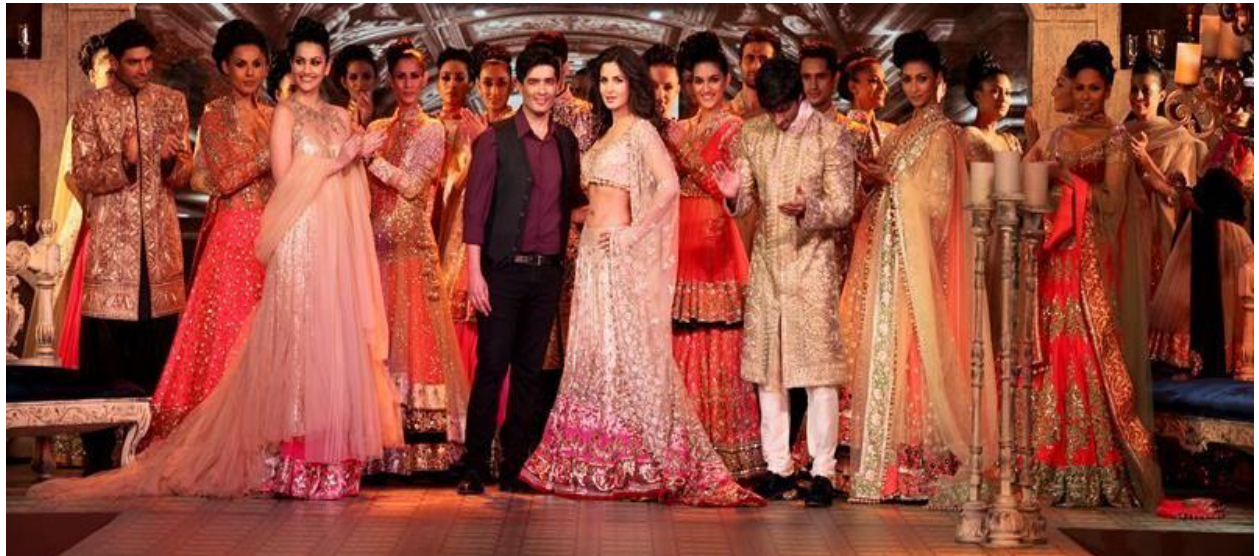
In 2005, he launched his couture label MANISH MALHOTRA. Today, Label MANISH MALHOTRA offers Bridal, Couture and Diffusion collections and currently retails at two stores in Mumbai and the Haveli store overlooking the magnificent Qutub Minar in New Delhi. The

label also retails at multi-brand boutiques across India and in Dubai, with plans to open flagship stores in London and Dubai. The label also offers an extensive selection of impeccably cut and tailored ensembles for men and plans to soon unveil a section dedicated to menswear at the Delhi Haveli store. The label's collections has also been influenced by the intricate Kashmiri embroidery and more recently the use of handloom textiles and century old craft technique from Varanasi, Gujarat, and Andhra Pradesh which brings in a refreshing change for the modern consumer. In March 2017, the Philadelphia Museum of Art featured outfits from the Manish Malhotra 2013 couture collection – Thread of Emotion, in an on-going retrospective spotlighting the Phulkari technique at their Joan Spain Gallery.



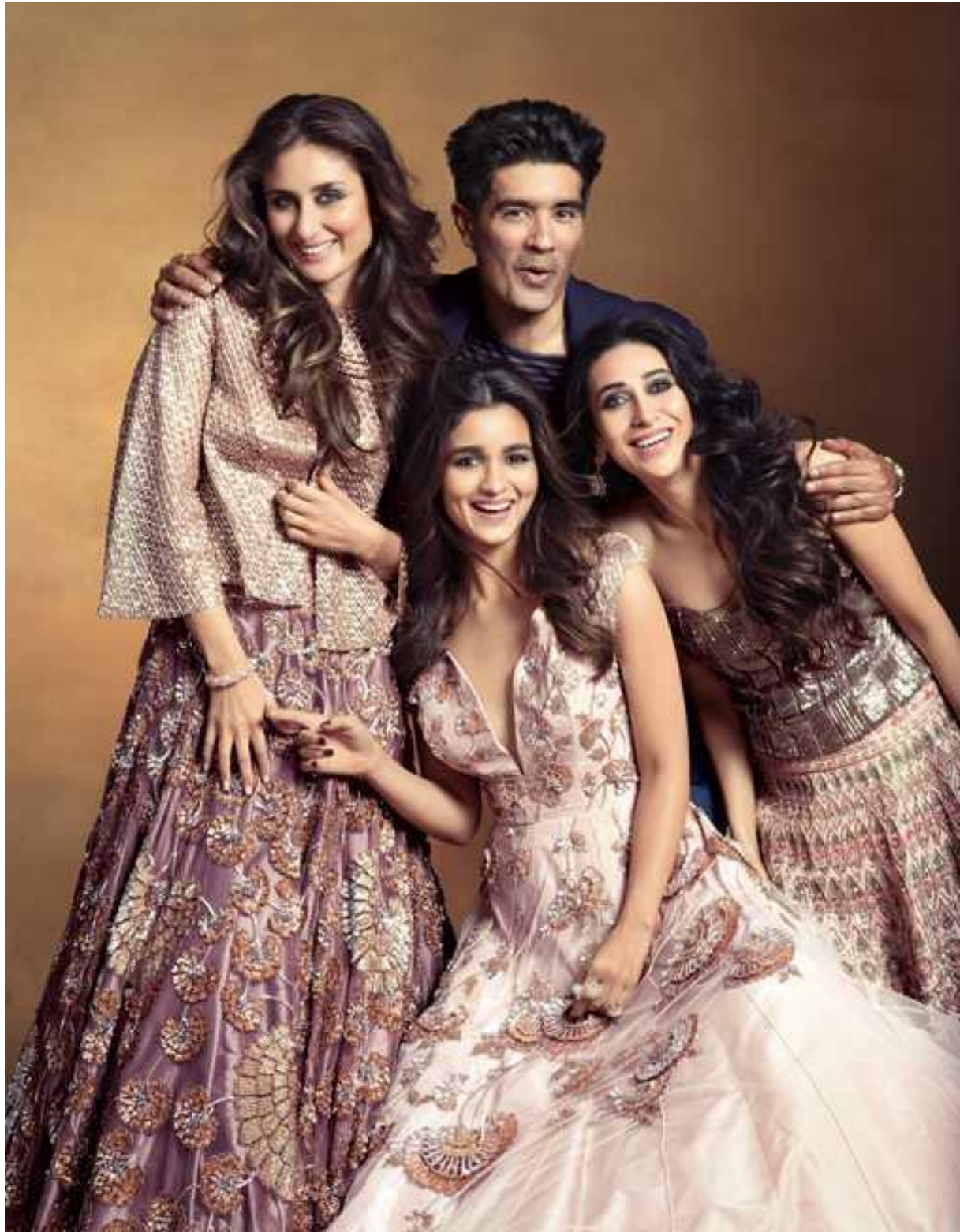














# VOGUE

INDIA

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2015  
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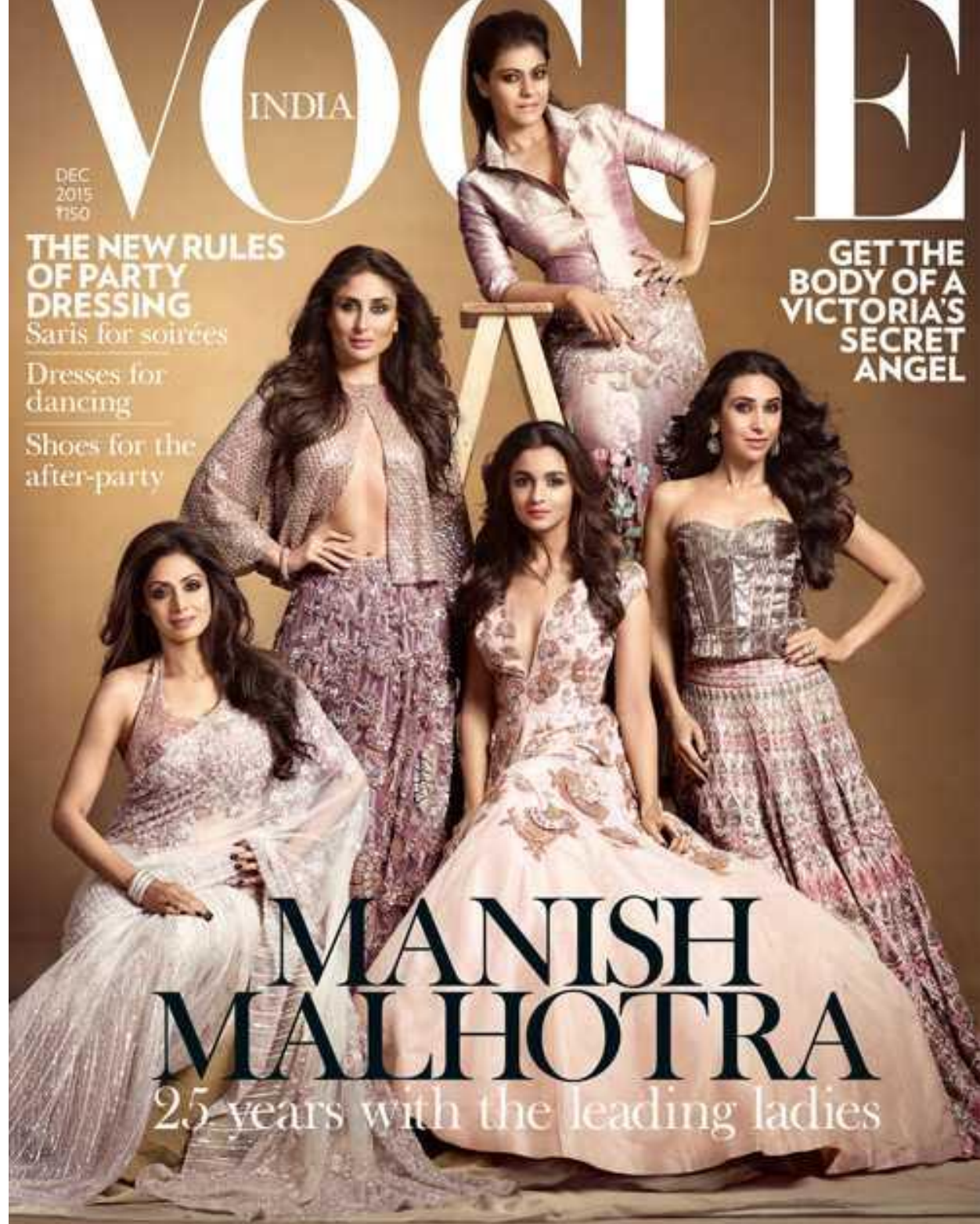
**THE NEW RULES  
OF PARTY  
DRESSING**

Saris for soirées

Dresses for  
dancing

Shoes for the  
after-party

**GET THE  
BODY OF A  
VICTORIA'S  
SECRET  
ANGEL**



# MANISH MALHOTRA

25 years with the leading ladies





