

Satya Paul brings Fall/Winter 08-09 Collection to Lucknow!

Mandira Bedi to talk about latest fashion trends and
Miss India Universe '08 Simran Kaur Mundi to showcase the collection.

August 29, 2008, Lucknow: Satya Paul, India's premier designer label will host a preview of the Fall/Winter 08-09 Collection at the Satya Paul store, East End Mall, Lucknow. Miss India Universe '08 Simran Kaur Mundi will showcase this beautiful collection while Designer Puneet Nanda and Mandira Bedi will talk about the latest fashion trends and offer style tips to the fashionistas of the city.

This collection is inspired by contemporary art and is one among the many steps by the designer to bring art closer to real life. Puneet, through this collection, has expressed various moods and images of everyday life in the form of contemporary fashion.

It includes unconventional designs that bend all rules associated with saris and reduce the age of the sari by over a generation! For instance, there are hearts printed aesthetically over a dress representing the emotion of love. There is vivid use of popular brightly colored pop graphics, multi colored face prints of celebrities and brush strokes in some of the creations.

The "Ding Bats" sari, embellished with items such as safety pins, hooks and eyes, steel buttons and silver foils representing computer fonts is one of a kind. The multi colored flowers sari and the abstract print sari in psychedelic colors are for the little more conservative muses of Satya Paul. Barcodes, money, lips and even Bollywood icons are among the few subjects that are a part of Puneet's palette in this collection.

"It is our tribute to these great works of art by the studio's rendition of these into innovative artists' work through interplay of colors, balanced by intricate embroideries and materials." Puneet Nanda, Design Head, Satya Paul.

The collection comprises of beautiful saris, salwar-kameez sets and dresses, and is available at the Satya Paul boutique at the East End Mall in Lucknow and across India.

About Satya Paul:

Established in 1985, Satya Paul is now known globally for its excellence in design. The look is a strong interplay of patterns and color that the New York Times has hailed as works of Kinetic Art. The label has achieved what is possibly the highest accomplishment that the style is identifiable on the street. Having re-invented the traditional sari as a modern classic, the Satya Paul product line also comprises of fusion and western clothing including scarves, bags, men's accessories and fabrics and an entire range of classic bridal wear. Satya Paul is available through over 27 exclusive Satya Paul boutiques, and at fine stores internationally or can be ordered online from www.satypaul.com

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