

## INTRODUCTION:

When it comes to reinventing the world of style, elegance and trend, only one name comes to our mind and that is Manish Malhotra, one of the renowned and sensational fashion designers. His mesmerizing and beautiful collections, has created magic among the world of Bollywood. He is the star designer of almost all the leading ladies of Bollywood. Not only women, but also even the outfits worn by male actors have been designed by him, which makes him the most iconic designer of India. His journey and how has he evolved among the years can be seen through his creations. This research paper shows his journey, his best creations and his transformation through the years.

A designer who beatifies the characters, Manish Malhotra was born on 5<sup>th</sup> December 1966. Since childhood, he was fond of colors. He was good at sketching and painting.<sup>1</sup> As a child he never cried to play but only cried to watch movies. He was influenced by all the 70's films and was a fan of RD Barman's music. He did not have a formal training in fashion but studied arts in the Elphinstone College. He started his journey as a model at the age of 19, which introduced him the concept of styling. After modeling with major ad campaigns for popular brands like Fu's, Weekender, Frooti, and Goldspot, he also worked at Equinox, a boutique for a year with a salary of less than 500 rupees per month.

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<sup>1</sup> 5 Reasons Why Manish Malhotra is One of the Most Successful Indian Designers: Fashion, News - India Today," Latest News, Breaking News Today - Bollywood, Cricket, Business, Politics - IndiaToday, <http://indiatoday.intoday.in/story/manish-malhotra-most-successful-indian-fashion-designer-costume-designer-stylist-bollywood-kareena-kapoor-khan/1/538889.html>.

His love for fashion and glamour brought him away from the world of modeling into the world of creating couture and at the age of 21 he was already designing. He entered the film industry with the concept of couture designing, which did not exist and no one knew about it. He first designed for the Bollywood actress Juhi Chawla, in the movie Swarg.<sup>2</sup>

This milestone marked his fresh impact, which gifted him a box of opportunities for implementing his talented efforts over various blockbuster movies. After this he designed outfits for Urmila Matondkar in the film Rangeela, which made Manish an inevitable part of the industry and marked his foothold in the fashion industry by winning the first Filmfare costume award.<sup>3</sup>

In 1996 he gave Karishma Kapoor a complete makeover. He became the first Indian Fashion Designer who always read the movie script before designing costumes. He has designed for more than thousands of films and has won numerous awards.



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<sup>2</sup> Fashion Designer Manish Malhotra Profile - Biography of Designer Manish Malhotra, Fashion and Fabrics." Webindia123.com.

<http://www.webindia123.com/fashionfabrics/design/manish.htm>.

<sup>3</sup>All About Manish Malhotra Fashion Designer," Utsavpedia,

<http://www.utsavpedia.com/fashion-cults/indian-glamor-redifined-manish-malhotra>.

He opened his first boutique in 1998 and ventured into mainstream designing. His first runway show was in 1999 and was praised a lot by people. <sup>4</sup>

In 2001 one of the design studio's of Bombay unveiled his enchanted ensemble collection, which was inspired by William Shakespeare's play A midsummer night's dream. In 2004, he launched his own label. For the first few years he made dresses, swimsuits, and almost everything but then he moved to India dressing. <sup>5</sup>

His hard work and his creativity have paved his way recognition and several awards. He has also been felicitated with Priyadarshini Memorial Award for his contribution to the fashion<sup>6</sup> industry. The Elle Awards also awarded him as the most stylish designer of the year in 1999. In 2005 he started his talk show, which featured the fashion tips and his chatting up with celebrity fashion victims. He then showcased his new collection in 2006 at the Lakme Fashion Week. He was then asked to design clothes for the Michael Jackson. As Manish's admiration and praise grew, so did the Indians obsession with his clothes. Mumbai street fashion acquired a sudden glamour and style. He introduced the concept of showstoppers in order to bring an element of

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<sup>4</sup> Manish Malhotra | Fashion Designer Biography, " FAMOUS FASHION DESIGNER

<http://www.famousfashiondesigners.org/manish-malhotra>.

<sup>5</sup> The Ultimate Guide to Manish Malhotra – His Life and His Work,"

<https://zuri.in/2014/09/16/the-ultimate-guide-to-manish-malhotra-his-life-and-his-work>

<sup>6</sup> <http://www.collegefashion.net/news/know-your-fashion-designers-10-facts-about-manish-maholtra>.

newness and surprise to his shows.<sup>7</sup>

His work and designs are inspired from everywhere being from nature or a beautiful home. His designs include blend of rich textures, which include satin, Georgette, silk, and chiffon. Many detailed fabrics add to his innovative style. Being his Indian or Western clothing collections, his created costumes do not showcase a ‘plain Jane’ look.



Detailed work with sequins, Swarovski crystals, tassels, and pearls create more glamour endowed in his outfits. His outfits define his talented art and style.<sup>8</sup>His

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<sup>7</sup> “Manish Malhotra Thanks Bollywood Actors for Making His Career Successful”- Bollywoodlife.com <http://www.bollywoodlife.com/news-gossip/manish-malhotra-thanks-bollywood-actors-for-making-his-career-successful>.

<sup>8</sup>All About Manish Malhotra Fashion Designer," Utsavpedia, <http://www.utsavpedia.com/fashion-cults/indian-glamor-redifined-manish-malhotra>.

traditional outfits play around with galore of colors bearing different shades where as his western outfits spread the enhanced essence of modernism coated in unique layers of elegance and creativity. He is also known for his innovative designs with cuts intersecting and many different shades of colors.<sup>9</sup>



His tip to create a statement includes one individual element such as a scarf draped simply over a tailored shirt. His designs always found a soft spot among brides. Also his designs focus on fine craftsmanship and intricate details. His collection consists of traditional outfits like lehenga, and anarkalis in dyed corals, blues, and whites inspired from 50's. Almost in his every creation he has used Kashmiri craftsmanship and each of his works reflect the beauty of Kashmir and India. His talent of creating bridal lehengas has captured the imagination of Indian brides all over the world. He

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<sup>9</sup> Bollywood's Darling Designer: 25 Years of Manish Malhotra," Hautelist, <http://elanstreet.com/blog/bollywoods-darling-designer-25-years-manish-malhotra>.

incorporates soldier's uniform button at the back of the blouse, yet it makes the blouse look feminine and chic. Subdued zari, or bold and heavy zari is seen on his lehengas. He has revived traditional wear such as shararas, anarkalis, zari saaris, sharara kurtas, jackets, etc in a modern style. His collection 'the Persian story' brought elements of the east and west together. Crop blouses, off shoulder are paired with embroidered lehengas, long traditional structured jackets are worn with slim-fitted pants.<sup>10</sup>



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<sup>10</sup> Aamby Valley India Bridal Week 2010: Manish Malhotra | Vogue India | Fashion | Insider," VOGUE India, <http://www.vogue.in/content/aamby-valley-india-bridal-week-2010-manish-malhotra/>



Ruffles added dreamy nuance to sarees and tops. This collection presented deeper hues of maroon, blue, and green. His collections were endorsed by some of the leading ladies of Bollywood and showcased at the Lakme Indian Fashion Week. Some of his memorable collections have been showcased at South Africa Fashion week, Dubai Fashion week, Wills India Fashion week, Delhi Couture week, and India Resort Fashion week.<sup>11 12</sup>

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<sup>11</sup> 11 Years, 11 Questions: Manish Malhotra Talks About His Eponymous Label | Latest News & Updates at Daily News & Analysis," DNA  
<http://www.dnaindia.com/lifestyle/report-manish-malhotra-talks-about-11-years-of-his-eponymous-label-2239709>.

<sup>12</sup> Manish Malhotra the Flamboyant Designer," DESIblitz  
<https://www.desiblitz.com/content/manish-malhotra-the-flamboyant-designer>

In 2010 with his sophisticated opulence he gave a contemporary facelift to traditional attires with ruby anarkalis, brocade kurtas, and velvet corsets with lehengas, tiered skirts with bronze cholis, and embellished necklines along with sprinkling of antique silver and dull gold work gave a rich feel to the collection. The saris were made from net, zardori jackets and layered lehengas with heavy fabrics and embroidered work added the glamour. In 2015 he completed 25 years as a costume designer in Bollywood and 10 years as a fashion designer.

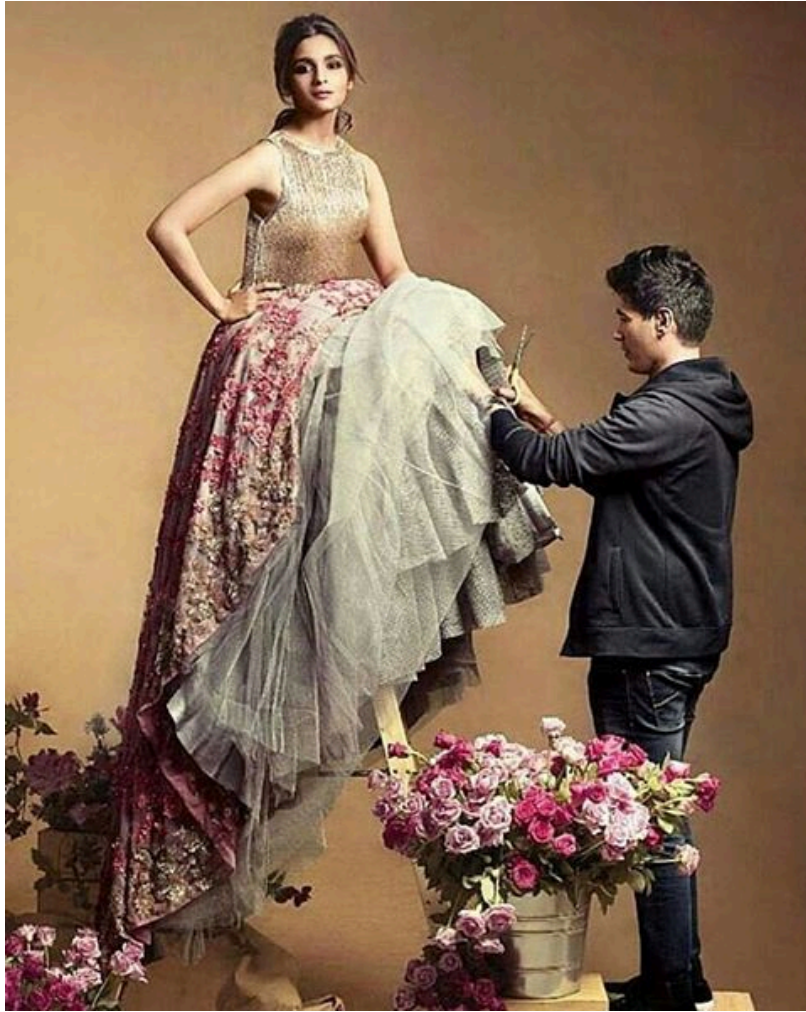






Through all these years he learnt to be better and better thus being one of the most leading and famous designers in India and in the world. He has set a benchmark when it comes to style and design.





## CONCLUSION:

Manish Malhotra is a great inspiration to all the young and upcoming designers. His journey is a great example. And the journey shows that how he was 20 years ago when people did not know what fashion designing is and now he is today, one of the leading designers in India. His designs are unique and he mostly designs Indian Wear with some hints of the western culture. He has set a benchmark and today almost all the fashion designers and upcoming fashion designers look up to him and take him as their inspiration.

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