



Press Release

Jakarta, 21 October 2018 - Vaishali Shadangule - Vaishali S - is a Mumbai-based luxury label founded by Vaishali Shadangule in 2001 that transforms authentic Indian handlooms into wearable works of art. Vaishali draws inspiration from her ability to observe and listen, allowing her designs to speak for themselves. Vaishali's vision is to bring India's centuries-old weaving technique to the forefront of the global fashion scene. The Vaishali S label uses an innovative approach that blends modern fashion trends with traditional Indian textiles. Her current collection is a mix of different types of traditional hand woven textiles of India.

Vaishali has explored and worked with textiles developed across India's many regional and cultural textile centers. She has brought traditional weaving techniques from many of India's remote villages to its mainstream fashion centers, all the while supporting these local weavers and working towards extending her goodwill to many other parts of India. Vaishali S has successfully produced and presented 19 collections at prestigious events such as the New York Fashion Week, FDCI (Amazon/Wills) Fashion Week, New Delhi, and Lakme Fashion Week, Mumbai, to date.

About collection: Decoding Thread (A thread story.) When we look around, we can prominently notice the creation all around us in various forms. Every form seems just a different tool for creation to present itself. I can also feel the presence of the same creation within me, which can only be felt, not seen. This observation brought me to a revelation that everything that is created will be destructed and recreated again. It is creation that will keep flowing constantly through forms, which take birth and die. The immortal creation sustains itself in impermanence. It made me think, that can my presence be seen in everything I create?

To discover that I decided to revisit all my previous designs in this collection and sense the hidden presence of self in it. To symbolize I have treated fabric as thread and thread as fabric sometimes thread as fabric and have tried to create a play of oneness in contrast with multiplicity. During the process the natural flow of the fabric smoothly settles at different portions of the garment, which allows us to understand and perceive it with our own interpretation. Colors of the collection weave a story out of royal blue, deep black, pale white, milk white and smoke grey. The collection includes various fabrics from MAHESHWAR (M.P.). Khadi gently transforms into asymmetric drapes with free flowing ends. The unique and naturally forming shapes, flow, folds and spontaneity is been achieved through the unconventional silhouettes.

Tentang Jakarta Fashion Week

Jakarta Fashion Week merupakan pekan mode utama di Indonesia sejak 2007. Didaulat sebagai *platform* penggerak industri mode Indonesia, Jakarta Fashion Week memberikan arahan bagi penggiat mode dan menyediakan arena prestisius untuk unjuk talenta serta kreativitas dunia fashion dalam negeri. Sepanjang tahun, Jakarta Fashion Week juga menggelar beragam program peningkatan kapasitas para pelaku industri internasional. Jakarta Fashion Week diselenggarakan oleh Azura Activation, bagian dari Femina Group.

Kontak media:

Zea Zabrizkie

Head of Media and Public Relation Jakarta Fashion Week

Tel. : (62 21) 526 6666
(62 21) 520 9370
(62 21) 525 3816

Alamat Surel : press@jakartafashionweek.co.id
Situs Resmi : www.jakartafashionweek.co.id

Media Sosial

Instagram : @jfwofficial
Facebook : Jakarta Fashion Week
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