

C E L E B R A T



MRUNAL KHIMJI'S



Through her new Summer/Fall 2012 collection, fashion designer, Mrunal Khimji presents and celebrates her belief that women of every size deserve to feel beautiful on the inside, consequently translating into a radiant external beauty. Mrunal strives to create garments for real women and realistic body-shapes, making them figure-flattering for all, whatever be the whichever occasion - whether it's work or a lunch date or a wedding.

Mrunal's design philosophy clearly emerges through her collection, which she personally guides us through when visiting her tastefully appointed boutique, Mrunal's, located in Qurum; each garment is custom-made, creating a bespoke experience for each client.

Beginning with knee-length dresses, the cotton and linen ones appearing the perfect antidote to the summer heat, there is also a striking 'Little White Dress' (LWD), a play upon the traditional 'Little Black Dress' (LBD). Apart from indulging in dresses, there are also glam-casual iridescently coloured silky tops and

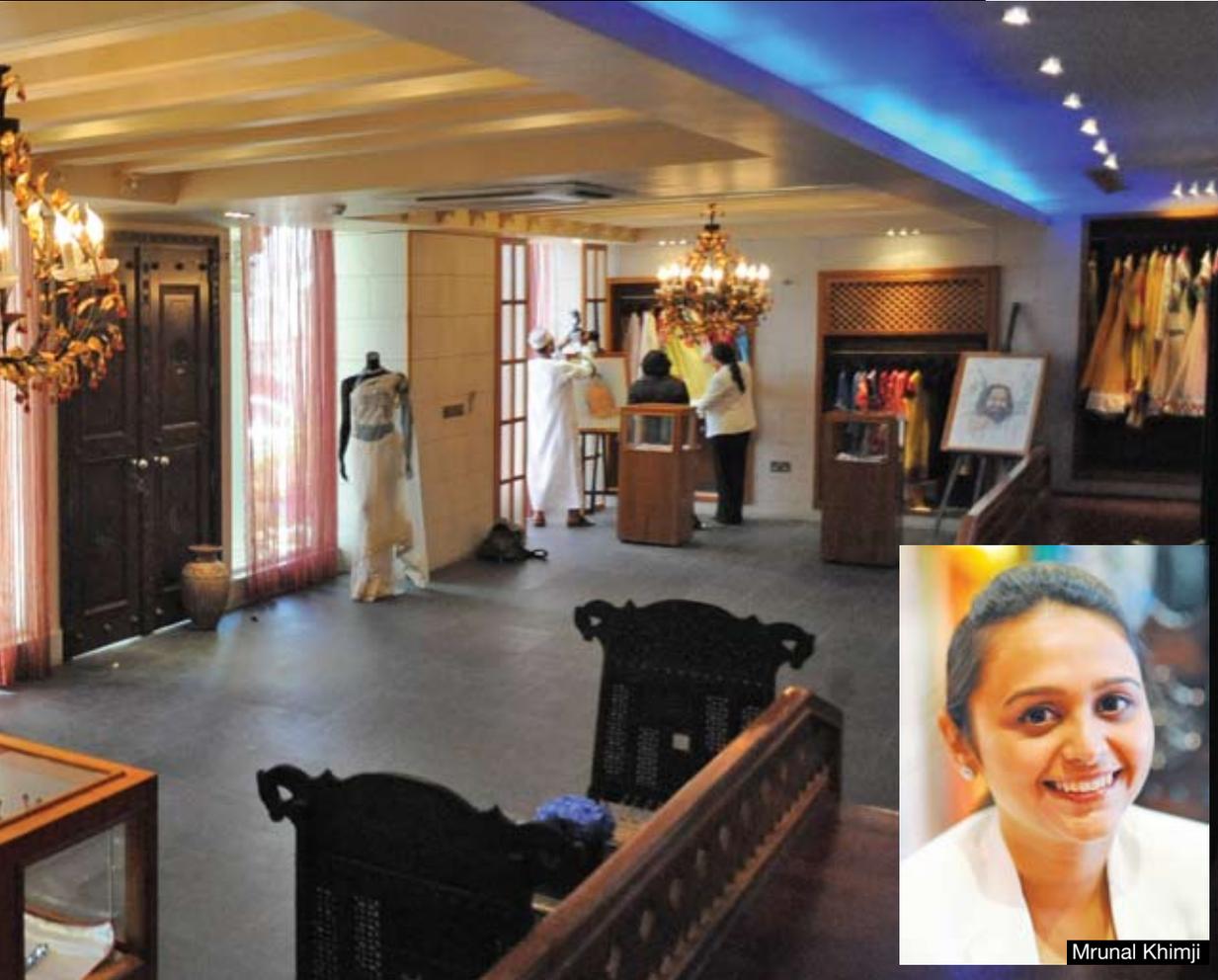
embellished photographic T-shirts, which were inspired by Jackie Onassis's brand of casual chic. Depending on their styling, these tops can easily transition from day into night.

There is also a whole gamut of brightly coloured formal dresses to choose from, including maxi dresses, where the focus is more upon the cut, drape, and playing around with the fabric, rather than overwhelming ornamentation. Two dresses that particularly stood out were a black peplum dress, which is very 2012, and a flowing white dress with a belt consisting of 'Fatima's Hands', creating a nice bridge between cultures. "I do keep trends in mind but incorporate them into the designs according to the practicalities of Omani culture and climate," Mrunal emphasises, adding that her collection reflects a composite culture, where she picks up influences from all over the world. It is amply reflected in her kaftan collection, which contains embroidery from India, Asia, and Middle East.

A similar rainbow feast of colours awaits us in

# ING WOMEN

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## NEW COLLECTION

the section featuring tunics, formal summer- and winter-inspired Indian wear and saris; a particular arresting tunic is a magenta one with orange rosettes and metallic lurex-work, for example. Mrunal also plays around with traditional colour associations; gesturing to a black anarkali with extremely long sleeves (known as churi sleeves), she says that she broke up the monotony of black with magenta and velvet. "Some people do feel that black is not always necessarily the most appropriate colour to wear during auspicious occasions... so I have injected a bit of colour into it," she says.

Mrunal also mixes prints and colours with aplomb, making the outfits accessible and suitable for all ages and occasions. A dramatic peacock-feather patterned anarkali is particularly stunning, as is a more casual colourfully bordered long beige and black patterned kurta with intricately embroidered churi sleeves.

Finally, there is the sari collection, where the

emphasis has been on statement motifs and jewel tones, rather than an excess of bling, conjuring up minimalist elegance.

Apart from the clothing, customers can also treat themselves to baubles; noted jewellery designer, Riddhika Jesrani's whimsical statement necklaces and accessories complement Mrunal's designs.

Stating that she is still honing her knowledge, Mrunal nevertheless says she has learnt a great deal since she first began four years ago. "I don't think I would have come so far without the support of my family and friends though," says Mrunal, adding that she has learnt much from her customers as well, calling them her biggest teachers. She says that in the future she would love to share the knowledge that she has accumulated over the years with local women, inspiring them on a similarly creative and fulfilling journey.

Find out more about Mrunal's collection at her newly launched website, [www.mrunals.com](http://www.mrunals.com)

