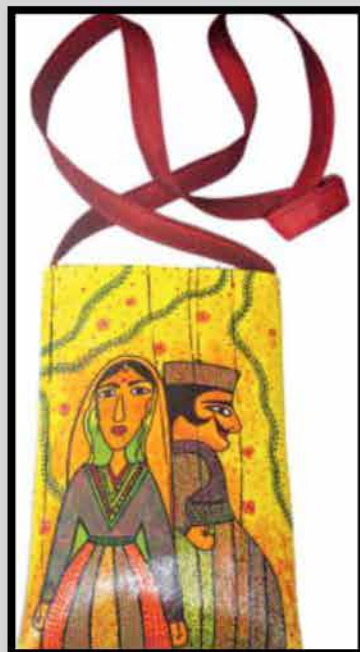


01 KATHPUTLI SLING. Inspired from Rajasthani puppetry. Hand-painted on silk with acrylic colors.

02 05 06 INDIAN BEAUTIES. Inspired from Indian women who is all decked up in a beautiful traditional sari, kohl lined eyes, bindi and beautiful jhumkas.

03 INCREDIBLE INDIA. Inspired from the Indian folk art from Bihar, Madhubani.

04 MADHUBANI SUN. Used bright colours to depict the nature of Indian folk art.



01



02



03



04



05

Fusion Fashion

Despite the fact that India has lot to offer in terms of design, when it comes to fashion, Indians are more inclined to western cuts, preferring international labels over homegrown ones. Apparel design house Art meets Fashion brings together Indian traditional arts and contemporary cuts, with the objective to influence Indians to wear Indian.

Art meets fashion is an independent apparel design label working with hand-painted and hand-crafted fashion and home decor accessories. It brings together traditional art and modern fashion to create a nice blend.

CG: What culture and lifestyle do you envision with your products?

AMF: The initiation of Art meets Fashion has come from a love for everything hand-made. As designers, we have always been fascinated and inspired with Indian traditional art. The absence of this heritage from popular fashion disturbs us. We have taken up the challenge to bring it back to popular consciousness by contemporising it. The practice at AMF has been to encourage Indian traditional designs which are Indian in nature but has a global appeal.

CG: What is the design process like at AMF?

AMF: We strictly believe in creating something unique and fresh and then seek customers for it, rather than going the other way round. That's why there is no laid down process. Instead, every creation is like an exploration and a journey. The freedom to think without inhibitions, experiment and say what we want to say have worked for us. We like to learn by exploring and create by experimenting.

CG: How do you ensure your designs, while retaining the original art, appeal to the young, urban crowd?

AMF: The designs are not just traditional or modern, but an uncanny blend of the two. They are artsy and quirky at the same time. They are fun and yet functional. This duality helps them appeal to the new, young India. They symbolise of the new generation, by way of bringing together the old and the new. ←



06