

CLASSIC LOOK

It's all about bridal wear

Bright and beautiful bridal wear designs by Latha Puttanna were unveiled at the Trousseau Week at UB City recently. The designer's brand 'Shrishti Latha Puttanna' brought together skilled weavers and artisans from different corners of the country to create garments that are an exquisite fusion of the Shrishti trademark-finesse of texture, boldness of colours and artistry of design.

For the last 23 years, Latha's touch and imagination have created fantasies out of hand-crafted women's wear. About her collection, Latha said, "If one looks at the garments today, they are worn and then put away. This collection has timeless heirloom pieces that one can pass on to the next generation. This is the quality that I have tried to maintain. The textures that I have used are unique and include Kanchipuram silk, Kerala tissue, Mysore silk and Benaras silk. This collection includes detailed and intricate work and



the best of everything has been put into the collection. I have created all the borders that can be seen in the collection."

This first-ever bridal collection by Latha is inspired by the beauty, femininity, and sheer strength of the flowing

rivers of the country. Latha has created a stunning collection of wedding ensembles for both the bride and bridegroom from North and South India.

The ten 'langas' have been named after the major rivers of India — Ganga, Godavari, Narmada, Cauvery, and Sindhu. "I have used motifs of Mughals and Nizams on them too. A lot of fabric has been

used to make this collection," says Latha.

Latha, who is a master of her trade, says that she wants to make everyone's wedding day extra special. "Our mothers have passed on their beautiful saris to us. These will be passed on to the next generation as well. Why make a garment which will be forgotten about later?" she asks. "So I wanted to include all this in my collection. Every piece is a real form of art. There is no compromise in any of the pieces and they all have a classic look," she adds.

Latha says that though the outfits look classic, the cuts are trendy. "Girls like to flaunt their figure and I have played around with the cuts. But I haven't gone beyond that as I don't want to use trends that are here today and gone tomorrow. The collection is something that should be treasured," she details. She adds that with this collection, one can also mix and match.

Contact Shrishti for a personalised consultation for the bride, bridegroom and bridesmaids and the trousseau collection. The flagship store is located at No 102, 2nd Cross, Lalbagh Siddapura, 1st Block, Jayanagar. For details, call 26567349 or mail marketing@shrishtilathaputtanna.in. You can also get additional information on www.shrishtilathaputtanna.in and [facebook.com/shrishtilathaputtanna](https://www.facebook.com/shrishtilathaputtanna).

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CREATIVE Latha Puttanna with the models.