

Go metallic!

Digital metallic prints look trendy and stand out, says designer Babita Malkani

“As a designer what excites me is a challenge, a challenge to attempt for the best,” says Babita Malkani. Speaking about the trend of metallic prints, Babita says, “The translation in the use of metals in fashion has mostly been in the use of metallic colours. Often, this use is purely utilitarian. Metals have been used for fasteners, hooks and zippers etc,” says Babita.

Beautifully incorporating a fusion of metal in urban chic design sensibilities, this designer came out successful. Her designs are now worn as a daily wear by the Indian women with much elan.

Her collection titled Metallurgy features some

striking digital prints in vivid colours, with each creation embellished with metals. Using flowy gowns and unconventional tunics, these prints do look very different. Of the many patrons, one such is Kiran Ahluwalia, an Indian born, New York based ghazal singer. Celebrities like Norah Jones and Kevin Bacon have also taken a pick of Babita’s line from the international outlets.

Babita’s designs are retailed out of New York, Dubai, South Africa, UK and in India. She is also currently working with the International Copper promotions Council (India) to do a fashion showing using just the metal copper. How unique is that.



Babita Malkani (inset) and a creation from her Metallics line