

EMPOWER

EDITION 2021 | ISSUE 01

AVOCADORABLE!!

JANHAVI KHAMBHATTA

PG 20



STYLE GUIDE

SAKSHI GOEL AGRAWAL

PG 12

Designing

LIFESTYLE,
JEWELS AND FASHION

A YFLO AHMEDABAD EDITORIAL

 <p>BEYOND BARRIERS</p>	 <p>FICCI <i>flo</i> Ahmedabad The Power to Empower</p>	 <p>BEYOND BARRIERS</p>	 <p>FICCI <i>flo</i> Ahmedabad The Power to Empower</p>
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LETTER FROM THE CHAIRPERSON'S DESK

As the monsoon comes to an end and the ever vibrant festive season approaches, I am grateful. Grateful for the glimpses of "normalcy" we have had - the physical events that have been the highlight of this quarter and so surreal- grateful for the lush greenery that Ahmedabad's rains have brought, and grateful that as a platform we have managed to make an impact on our community!

So, as we (hopefully) twirl around in our beautiful mirrorwork chaniyas and embrace the upcoming months of festivities, let us take a moment to appreciate this opportunity of being able to have our loved ones close to us this year, or of even having a festive season. Let us make the most of it! With this in mind EMPOWER brings to you the super ladies, the design divas that rule the festive season, elevating your game and adding the oomph factor! Bejewelling you and decking you and your home from head to toe! Ladies its time to gear up and bring on your A game with THE DESIGN EDIT!!

Team YFLO thanks

 devansh5

DEVANSH JHAVERI

photographer

NEHA GOYAL

Photoshoot venue

TIMS MAGAZINES

Magazine design



HOP at Doubletree Hilton is a chic youngsters favorite 24 hour cafe with varied indulgence zones - right from outdoor champa tree sit outs to indoor sleek and modern areas. The cafe and its hospitality is a delight and Team YFLO is excited to partner with the same.

Great Small Breaks
Make new memories with your family

Hilton

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TEAM EMPOWER

EDITOR – IN – CHIEF
SHWETA LUHANA

From holding a career in design from CEPT university , to being highly acclaimed for her creations of weddings & space Design , Shweta is a world traveler in a pursuit of stories lesser known and places unexplored. Our young vivacious Editor in Chief has covered & interviewed various royal families of Gujarat, amongst many others. She brings her excellence & expertise in covering rare stories of our member features as well as co-conceptualizing EMPOWER.

EDITOR & CONTENT CURATOR
AKSHITA CHIRIPAL GARG

An ace jewelry designer as well as a booklover and voracious reader, Akshita has a keen sense of style & literature, making her the perfect content curator for EMPOWER. As magazine editor she has curated a plethora of articles written by YFLO members igniting discoveries & a passion to share. Always onto “What’s Next?” Akshita is truly a gem!

SHOOT STYLIST
VRINDA SARAF

From being a Chartered Accountant to following her passion of styling since 2017, Vrinda is a shoot producer & the city’s leading stylist. She has styled icons such as Neeti Mohan & cricketer Cheteshwar Pujara to name a few. Vrinda brings out the best our member feature has to offer, accentuating each member’s already shining aura.

COMMUNICATIONS MANAGER
SHANAYA BAJAJ

A NIFT graduate in Fashion Design & a Postgraduate from London School of Fashion, Shanaya runs her own fashion label. Inspired by modernism & minimalism, Shanaya brings with her an aesthetic vision, working with the team to keep a clean look & feel to EMPOWER.



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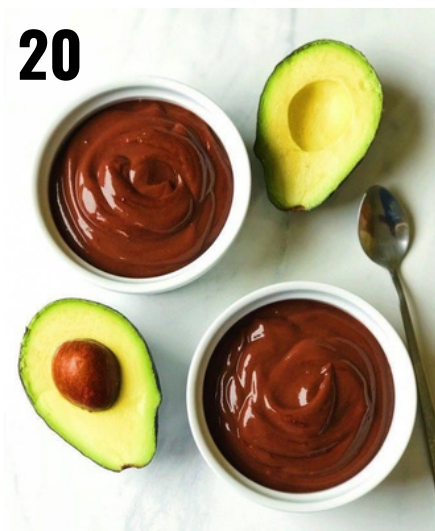
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I'M EMPOWERED BY

DESIGNING LIFESTYLE

LET'S HEAR KANIKA MAHADEWALA – A FREE SPIRITED ARCHITECT AND CO-FOUNDER OF ANDBLACK DESIGN STUDIOS REVEALS OVER A CANDID CHAT WITH SHWETA LUHANA HER JOURNEY ON HOW SHE FOUND HER IKIGAI IN BEING A DESIGN PROFESSIONAL, STARTED A JOINT VENTURE WITH HER HUSBAND JWALANT MAHADEWALA AND BECAME HIGHLY ACCLAIMED FOR SPACE AND PRODUCT DESIGN - WEAVING PRINCIPLES OF PARAMETRICS AND SUSTAINABILITY!



THE SUSTAINABLE PARAMETRIC WAY!

From being born into a very disciplinarian business family in Kanpur, to growing up as a creative kid inspired by an art enthusiast mother. Kanika Agarwal has been an eternal student of not just design education but everything that life has to offer as once in a lifetime experience. . It is her zealous personality which made her carve a niche for herself. An alumni of AA school of design, London and a part of Design Team at the internationally acclaimed designer Michael Hopkins for 4 years, Kanika still chose to return to India and start her independent design practice with her husband Jwalant Mahadevwala. AND BLACK studios brought together their best learnings and enriched their homeland strongly driven by the philosophy “the power of yes”!

Let's embark on this incredible journey as Kanika reveals her philosophy of “the power of yes” and how it has been her success mantra through her design practice!

FROM BELONGING TO A NON-DESIGN FAMILY TO BECOMING A DESIGN PROFESSIONAL – TELL US ALL ABOUT YOUR JOURNEY!

I was born and brought up in Kanpur, hailed from a very disciplinarian business family where everyone was highly educated and mostly taking up science for their career paths. I knew I was different and had a creative inclination. I grew up watching my mother paint and host exhibitions which were highly praised. I spent every summer vacation exploring art and craft, also having a flair for writing. But eventually I knew I would pursue creative writing as a career. It was only when I reached my 12th grade, I realized that I had a strong calling to take up further studies which had a good

blend of technicality and creativity. I knew I was very free spirited, I wanted to discover a world of my own, away from what I was born into. And that's when I knew I would choose architecture as my future career path! I joined Bharati Vidyapeeth Deemed University, PUNE to pursue my undergraduate course in architecture. Instantly I had a sense of belonging – I knew I had found my calling. Those were the best five years of my life wherein, I nurtured my creative spirit, met Jwalant, then my batchmate who grew up to become my soulmate and now my husband. Very early on in college I knew I was drawn to working with natural materials and enjoyed exploring sustainable architecture. I even did my thesis on BAMBOO – as a building material and architecture, which was iconic of it.

Post college and before pursuing my masters I took up a week-long course in Auroville on sustainable building materials at Auroville Earth Institute. I ended up staying for almost a year instead of just a few weeks working for a French architect called Satprem Maïni. I gathered very enriched experience on exploring earth blocks as a building material and designing builtforms made from it. Jwalant and I got married, we both shared the common aspiration of pursuing our masters at the AA School of Design, London. Right after my marriage we joined AA – Those were the most enriching six years of our life. Living in central London, absorbing all the design and culture of the city. We even ended up bagging our dream jobs. While Jwalant pursued his interest in Parametric design and joined ZAHA HADID ARCHITECTS, I ended up

working for four years at Michael Hopkins before finally moving to Ahmedabad and pursuing our dream of starting our own design practice, now known as ANDBLACK design studios!

TELL US ABOUT YOUR RARE LIFE JOURNEY OF FINDING YOUR IKIGAI - AFTER MEETING JWALANT, TAKING AN INTERNATIONAL EXPOSURE AND FINALLY ESTABLISHING YOUR OWN BUSINESS

We were really the best of friends, we were the “Jwalant & Kanika“ of the campus. We came from different cities, cultures and backgrounds. While I had no one in my family who was from the design background, Jwalant’s dad was an established architect in Surat. My husband always had it in him, even as a young boy he could draw plans, sections, elevations...We were different as chalk and cheese but we shared an instant connection!

We became really good friends in the very first week at college. We were working on this one assignment which was to build a texture module, in the course of finishing the project, going for field trips, bonding with other group mates – A lot of collaboration happened and that sparked a brilliant chemistry between us. We are each other’s best critics, we surpassed what is popularly known as the “design ego” in our field. We developed such a healthy space of helping each other becoming the best versions of ourselves and creating the best together . . Our journey as students at Pune to getting married, to choosing AA together to pursue masters and then finally gathering a brilliant international work experience at our dream offices. We have come a full circle. We learnt, created, explored, travelled, made friends all over the world – that’s where I found my IKIGAI – building a joyous purposeful life together!

“ANDBLACK” AND THE PHILOSOPHY THAT DRIVES IT

It was amidst such an exuberant chase of life, we coined our dream ANDBLACK

Let me tell you that story, “We were at the Royal Opera House in London, while watching the show we felt it was time to either shift jobs or start our own venture. It was in the interval while the curtains were closing and revealing that we both felt an association with BLACK as an expression of depth, continuity and eternity. Jwalant always wanted to name his venture “zephyr” which means 0. While I was drawn to Black as not only a color but an expression. It is only when you add 0 to a number it increases the value and it is only when you add black to a color it increases the depth. That very night we knew our venture was born and it had to be called ANDBLACK design studios .” We decided to wrap up everything in London in the next 6 months and return to India to shape our long lasting dream - ANDBLACK our baby!

However, there is a twist to this tale. **I had just one condition to return back to INDIA. We wouldn’t fly in, which meant we had to reach India by means of only land and water. That kick started our journey of 3 months across UK, EUROPE, CHINA and TIBET with a world of adventure, learning, meeting new people on each couch scout we took. We never stayed in hotels, we just bag packed all across. What an enriching experience it was – it made us fearless. We filled up a treasure trove of design inspirations gathered from every land we travelled before we finally reached INDIA.**

We decided to start our design practice in an unfamiliar territory away from home – AHMEDABAD . We didn’t belong here and had no friends or mentor but this TOWN like everything else in our lives was our CALLING. It has been a decade since the inception of ANDBLACK in 2011. In the living room of our residence which was just an investment property taken up while we were in London. In those formative two years before we arrived, as an acknowledged design practice we taught at CEPT UNIVERSITY. We worked out of SA BASEMENT, had colleagues who spread the word of our rare design sensibility. We chose to work on intuition and goodwill. A decade later with a team of 20 creative individuals, we are a proud clan now. We have worked on 50 iconic projects ranging from architecture, interiors and product designing. When I look back in nostalgia – I and Jwalant proudly say “ We Did It”. Our deepest gratitude to each stranger along the way who became our mentor, friend, guide, recommender, team member, critic and client – each one of you made us believe in the power of the unknown.

ACCLAIMED DESIGN CREATIONS AT ANDBLACK AND WHAT MAKES THEM RARE?

“Everything that moves us emotionally inspires us. We draw our inspiration from complex interactions present in nature. The use of parametric tools and physical modeling are the primary ways we evolve our designs. We tend to use materials like metal, wood, bamboo, paper etc in ways they haven’t been explored generally in the larger context of design in India.”



A MESSAGE FROM A DESIGNER TO THE YFLO TRIBE

Being a Design professional wearing different hats and being a mother - if there are two pearls of wisdom that I would like to share with my fellow YFLO tribe that would be:

FIRST – “ believe in the power of YES “ – while all spiritual teachings and social media talk about elimination and filtration, I believe one should always say yes and give things a fair chance . Only if you try, will you learn and succeed. The minute there is denial, you are cancelling your chances of a brilliant possibility as well. My decision to pursue a creative career VS a conventional one was a game changer. I Strongly recommend the same to you all!

SECOND – “never let motherhood be a pause in your professional journey”, I have gone back to work with a 10 day old kid in my arms who’s grown up seeing me as a very dedicated working mother. Who didn’t slow her pace due to added new responsibilities in life. I have taken my son Kabir to lectures, made him sleep in the car, and my students treated Kabir at canteens while I finished the work. He has sat through hours of presentations – but not once made it challenging for me. Jwalant has been equally supportive in parenting. Thus, together we nurture our profession and life, making the most of what it can offer!



ON A CLOSING NOTE :

Such are designers – rare, uncanny, full of life . . . Creating their own rare mystical worlds & leaving a trail of Creations which become timeless - reminding of their creators beyond barriers of time & space! KANIKA was one such brilliant design soul who inspired me by her Zest to absorb life in its myriad candidness & taught me the power of creation beyond barriers of a conditioned mind . . . Here’s to life fully Rejoiced, here’s to Kanika Mahadevwala !

-Shweta Luhana
Editor-in-chief / Story weaver empower



BUSTING SOME MYTHS ABOUT MILK TEETH!

MYTH	FACTS
Cavities in baby teeth don't matter and don't need fillings because they will just fall out anyway.	Children retain baby teeth until they are 12 years old. Cavities in baby teeth can be painful & infectious, & require treatment by a dentist
Kids don't need to see the dentist until they are at least 3 years old.	It is recommended that kids see the dentist for the first time when their 1st tooth erupts, or by age 1 at the latest
I can wait to start brushing my baby's teeth with fluoridated toothpaste until he is older.	Parents should begin brushing their baby's teeth as soon as 1st tooth erupts with small amount of fluoridated toothpaste, which even if swallowed is not harmful

TEETH ARE ALWAYS IN FASHION

DR. RITU BAGGA, M.D.S

PEDIATRIC DENTAL EXPERT

VDr. Ritu Bagga is a life member of Indian Society of Pediatric & Preventive Dentistry (ISPPD) & South Asian Association of Pediatric Dentistry (SAAPD). She is also a certified NLP Practitioner, Hypnosis Practitioner & Life Coach



WHAT CAUSES CAVITIES?

Sugary foods/drinks, Frequent Junk snacking, lack of toothbrushing causes cavities. It is advised to maintain proper oral hygiene & undergo dental check-ups every 6 months. With right exposure of fluoride & remineralizing toothpaste, early stage of cavity is reversible. Brush twice & don't ignore night-time brushing.

BABY BOTTLE DECAY

Most common form of cavities in children (12-18 months of age) Caused by long exposures of child's teeth to liquids containing sugar can lead to pain, poor eating habits and damaged Permanent teeth!

Prevention

Lift the lip once a month to look at teeth, & check for early cavities. Reduce the frequency of night-time feeding & don't let your child fall asleep with bottle.



INFANT ORAL CARE

- Cleaning gums with Silicon wipe your baby's gums with Toothbrush till around 6 months clean moist cloth and massage.
- With Infants (6 months – 1 year) start off with a baby brush. You can go on with that baby brush till 2 years of age.
- 2 years + rice grain size fluoridated toothpaste.
- Till 5 years pea sized 1000 PPM toothpaste 6 years onwards, you can start using a centimetre of toothpaste of at least 1000pm of fluoride.



TAKE AWAY

Cavities aren't only an adult problem, they can also develop in children and toddlers. It is vital to recognize early signs of a cavity & then speak with your child's dentist.

DO MORE



WITH YOUR SMARTPHONE IN YOUR SMART HOME



Radhika Patel

FUTURIZTIC Automation Solutions

*Offering luxurious automation solutions
for your dream home*

'Time is luxury' – A superb quote that is so true, especially for all the women reading this, who constantly juggle to manage home-front and work-front. Every wondered if automation in your home could make this juggling easier?

Smart Home Devices are a wonderful way to smart home management!

THINK ABOUT THIS - We spend so much of our awake time on our mobile so wouldn't it be wonderful if we could do just about everything from it – say open the door for your friend while you put on make-up, turning on the pressure pump for a nice flow of water while you are already in the shower, have your parking lights light-up at the sight of anyone approaching your cars, check to see if your kids are asleep and the lights shut out while you are at the movies – the list of the benefits that using smart solutions is endless and they increase our convenience factor in an enormous way, which is just PRICELESS!

No need to dip your foot into Home Automation right-away. Just dip your toes and get the feel of living smartly amidst all the luxury that surrounds you.

EASY HACKS TO LIVE THE SMART LIFE

Here are 5 products that I feel can make you feel like you have joined the SMART HOME bandwagon!! Let's take a look:

BIOMETRIC DOOR LOCK – Having a key to open a door in today's time is just basic. It's time to upgrade the ways you enter your home - from your Fingerprint/ PIN/ RFID card. What's more? You can also upgrade your wardrobe locks with simple biometric locks.

SMART AC CONTROL – What a heart melting happiness it is to come into an already chilled room, especially when one is living in Ahmedabad. Smart AC control will give you the power to control them from anywhere! Now, isn't that just wonderful?

SMART TIMERS – Smart timers turn your garden lights, parking lights and other outdoor lights ON as the sun sets and turns them OFF as the sun rises!!

PRESSURE PUMP & WATER HEATER CONTROL – Say bye-bye to situations of bathing with low flow of water or cold water because the pressure pump or heater was OFF! It is so easy to automate these

heavy devices so you can schedule or turn on/off from your mobile itself.

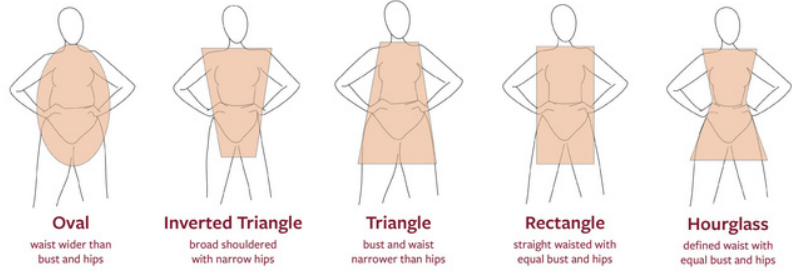
TOUCH SWITCHES – Thinking of how to make your house look brand new? Replace all your old mechanical switches with beautiful touch switches and the best part – get it installed in just 1 day! Control your whole house from your mobile, Alexa, Apple Watch and even with Google Home Assistant.

If you think this is time consuming then let me assure you that all of the above mentioned products get installed in couple of hours! And, are they expensive? Believe me, they are cheaper than your Burberry Bag! ;)

I would be happy to connect with anyone looking for an even more luxurious automation solution for your upcoming dreamscapes – your home or your office; I am just a ping away!



What's your body shape?



Sakshi Goel Agrawal

NEESH.STUDIO

Co-founder, Neesh Studio. Image consultants and softskills trainer from ICBI with certification from NABET and SQA. Internationally certified in Color Analysis from AIM, Singapore. Masterclass by Carla Mathis from Style Core on Style transformation for men and women.

Style Guide

How to Find Your Body Shape

Look at yourself straight on in the mirror and begin to observe your proportions. Body shape is based on the relationship between three points on your body: your shoulders/bust, waist and hips. Draw an imaginary line down from your shoulders to your hips and make a mental note of where the line hits. It can be helpful to snap a quick mirror pic for reference if you're having a hard time visualizing.

Ask yourself the following questions-

- What is the widest part of your body —your bust, waist or hips?
- What areas of your body do you have the most fit issues with?
- What area of your body do you first notice changes in your weight?
- What styles are not typically flattering to your figure?

HOW TO DRESS YOUR BODY SHAPE

Hourglass Shape

If you're blessed with these balanced curves, flaunt them! Play up your feminine figure by accentuating the smallest part of you— your waist. Wrap style tops and dresses are your new BFF, as they cinch in right at your smallest part. Opt for high-rise bottoms to elongate your legs and further accentuate your small waist. Avoid boxy and low-rise styles, which hit at the widest part of you and hide your hourglass shape.

Triangle Shape

Flaunt your defined waist and small upper frame! Balance out your hips by drawing attention upwards with printed or structured tops. Opt for roomier cuts and dark washes on your bottom half, which paired with a high-rise make your waist look tiny and your legs a mile long. Avoid garments that hit at the hip or have volume there, as they draw attention towards your widest part.

Inverted Triangle Shape

Celebrate your broad shoulders with open necklines that draw attention towards your beautiful face. Look for styles that define your waist and add volume to your hips to balance your proportions. The illusion of curves balances out the broadness of your shoulders, so don't shy away from high-rises and waist-cinching belts. Avoid pairing voluminous tops with tight-fitting bottoms, which exaggerate the narrowness of your hips.

Rectangle Shape

Your balanced proportions are ideal for creating the illusion of an hourglass shape so opt for styles that evenly add volume to your bust and hips. High-rise fits and belts help define your midsection and accentuate your long legs. You'll look stunning in structured and tailored pieces, but avoid those with boxy cuts.

Oval Shape

Use illusion-creating lines and silhouettes to your advantage! Look for pieces that draw attention away from your midsection and elongate your figure. Stick to small-scale prints — palm size or smaller— for a slimming effect. Avoid cropped fits and voluminous ruffles, which can make you look shorter and wider.

FINNATI

A Brand by Samarth Diamond



Angelic

Divinity crafted out of diamonds

FASHION

WHERE FLAMBOYANCE
IS IN THE DETAILS!

SAHIBA ARORA –

A DAZZLING YOUNG FASHION INFLUENCER KNOWN FOR HER DREAMY SILHOUETTES AND FLOWY BESPOKE WEAR IS A STYLIST BY PASSION, DESIGNER BY PROFESSION AND AN ENGINEER BY EDUCATION! IN AN UNCANNY CHAT WITH SHWETA LUHANA, SHE MENTIONS HOW DESTINY TRANSFORMED THE SINCERE STUDIOUS ENGINEERING STUDENT INTO A FASHION DIVA!



From being a topper of her class to pursuing computer engineering as a perfectly charted out plan for a sorted life. Sahiba suddenly basked in the limelight and world of fashion by contesting for Miss India pageant. She launched her own design label, her life journey has been full of surprises and turning points - very pleasant and glamorous ones!

Let's see how this little kid who had seen her mother's creativity pour as an artist and curating luxury exhibitions, got inspired and changed her life course, From being a conventional professional to becoming an unconventional fashion designer.

FROM BEING A STUDIOUS SCHOOL GIRL TO CONTESTING FOR MISS INDIA, TELL US HOW DID YOUNG SAHIBA GROW UP TO BE A FASHIONABLE DIVA?

Throughout my school life, I had been the topper of my class. My image in front of the teachers and everyone was very studious and disciplined but I was a total 'patakha' inside. Growing up I always felt that studying hard and scoring well ensured an idealistic life ahead. I floated through student life and joined computer engineering at NIRMA UNIVERSITY as the best plan any bright student would follow.

But it was those flashes of exposure that I had with the fashion and glamour industry at regular intervals since 12th grade - be it winning my first fashion show at a city club or winning the Clean & Clear fresh face in college first year. I casually contested for Miss India in city auditions and cleared that too. I reached Bombay as being the first 40 picks in the line to contest!

No, I did not win Miss India or get shortlisted for the top 16 but the grooming I got while preparing for it polished me and aroused my interest into the world of fashion and glamour. I returned back to college and resumed my course. Somehow I stayed in touch with this new found spark in fashion -

convinced my college to let me host the very first fashion show which is still running successfully!

I started doing styling gigs, styled photoshoots and found great pleasure in the creative confluence while working. Somewhere I felt this was my calling - at that time I just didn't know how to shape it ! That was the time I knew I belonged to another world and that was not just about - being an engineering professional in times ahead!

TELL US HOW DID THIS ENGINEERING STUDENT DECIDE TO SWITCH PROFESSIONS AND LAUNCHED HER OWN LABEL?

I was topping my class all throughout engineering but I knew something was missing, that's when I realized engineering was not my calling. I enjoyed styling and creating. That's when I knew I belonged to another world and that it had to be a world of FASHION, STYLE and GLAMOUR!

I told my parents that my heart laid outside the technical world. My dad was supportive but wise too, he asked me to pursue a design course before I could switch professions. So I took up a fashion design course at NIFT for about a year and finally once I was out with a sound technical knowledge and learning of a design field, I finally took my maiden steps as a fashion designer!

I didn't immediately launch a label. I started creating clothes for my friends, relatives and inner circle. I didn't have a specific style statement then, I just created what was commercially popular. I had a bunch of karigars and tailors who outsourced my work. It was after I got married and six months down the line in July 2017 that I realized my dreams. With the support and encouragement of my parents and in-laws I started my workshop from the backyard of my parental home. I recruited a small team of Master tailor, tailoring staff, craftsmen, procured vendors and launched SAHIBA

ARORA COUTURE! Those were HUMBLE but very happy beginnings; I did my first exhibition within two months of starting my workshop. A city based multi-designer store hosted it, and my exhibition was completely sold out. That re-enforced my spirit and I knew I had taken the right risk by plunging into a creative world!

Orders poured in but somewhere I lacked a style statement. I lacked personalisation, it was one fine day that a client approached me for making a flowy evening wear- that totally resonated my style sensibility. I was hesitant but she was confident in my creative output. I took the order and the outcome was fabulous. That night I received a compliment from her makeup artist who immensely praised the style and finesse of my creation. She encouraged me to do a collaboration photoshoot with her to give a boost to my creation to a larger audience. We did the shoot eventually, yet another bespoke wear specially crafted to fit the shoot concept. It was an instant HIT- the make-up artist was ANAL SAVALIYA - highly acclaimed in her profession!

WHAT IS THE SENSIBILITY THAT MAKES SAHIBA ARORA COUTURE DIFFERENT FROM THE REST - WHAT IS YOUR UNIQUE STYLE STATEMENT AND WHAT IS THE EXPERIENCE WHICH DRAWS YOUR CLIENTS WHO BECOME YOUR LOYAL REVISITORS!

So ANAL gave me my first break through and I realized there is market for what I imagined will never be a popular public choice. That day and today, it's been good four years, I have never looked back. Since then I only created outfits that vibed with my style, that gave the engineer in me a spectrum to create out of the box drapes and silhouettes.

We are known for our dreamy, complex, curvy, flowy drapes that become outstanding design statement outfits for all party wear.

Be it a sundowner or a cocktail night, a pool party or anything. Wherever a western ensemble is desired to be a head turner for the evening, we are here to cater to the needs!

I don't follow any trends; I like to go with the flow and follow my intuition. I never do a seasonal collection. My pieces are timeless, they never go out of fashion as they are one of its kind. I love to play with bold colors having strong silhouettes which become a pattern in themselves!

My clients are my muses and it's their aspirations from where I draw my inspirations to create rare outfits enhancing a rarer side of their personality. We are priced just right and that's what builds our loyal clientele slowly spreading PAN INDIA!

A DAY IN LIFE OF SAHIBA ARORA COUTURE- A DAY OF ROMANCING FLAMBOYANCE IN DETAILS!

I am very involved in the process of production!

I start work every day at 8.45am sharp, start with giving directions for cutting the silhouettes. Start draping all the ensembles in making myself. I am attending all orders, be it on call or in person. Ideation happens in the studio with the client. All my clients exactly know what they want, my social media presence is my biggest gallery of theme board!

Being an engineer, I have a unique style of creation – I don't draw my dresses. I label and write details of my design instead, it's like construction schematics of a clothing piece just like engineering schematics are made. I don't render beautiful looking drawings but I pay attention to detail by making my own vocabulary around it. Clients love it because everything is mentioned in detail, not a single piece of information goes missing and that's why my method is unique!

My involvement in the production and dispatch process is intense. I work 10-12 hours every day shuffling between workshop and studio. I am there while each order is packed, dispatched, all measurements are checked before the couriers are sent out. I am the one to whom the clients are talking to, I ensure everything is dispatched and crafted accurately. Especially the flowy drapes which are carefully explained and sampled under my strict direction and supervision!

TELL US ABOUT YOU - LEADING THE LIFE AS A FASHION INFLUENCER AND FUTURE VISION!

Like everything in life came knocking on my door, so did rejoicing in a popular presence in the world of fashion!

I started my social media presence just to archive my creations and have an online portfolio. Being free spirited and full of life like I always am, added my personal touch to it. Sharing interesting highlights from my work and fashion life I would only share real content, real clients wearing my outfits on real occasions, me wearing my collection with a different style statement. A lot of appreciation started pouring in. My audience loved the candidness and authenticity of my content. It has been a rewarding journey in the past few years and now with an audience of 30k followers I adore my instagram family for all the love they shower on me. LIFE as an influencer has many shades to it while I enjoy all the attention and applause that I get. I also feel that sometimes it doesn't let our personal moments stay personal. We belong to an age where happiness is staged, glamour is crafted and personas can get dillusionary. However, I try to strike the right balance and share only that slice of my work which honestly comes from within. That has a meaningful presence in the creative space – rest all is fleeting!

I don't plan much in life. I like when life surprises me and I bask into the rewards

of those joyous surprises. As a vision for the near future, I would like to tie up with multi-designer stores and reach a pan India audience. We are in the process of moving to a new workspace which I'm excited for. In anticipation of her joyous journey in the world of fashion and design, walking towards her new beginnings – SAHIBA signs off!



ON A CLOSING NOTE :

Sahiba – a young, vivacious, full of life designer by destiny . . . I met her as a complete stranger & while I finish this rendezvous with her, it feels like a warm embrace revealing an entire life journey filled with joyous surprises. I see the twinkle in her eye as she speaks about her sweet success & her never dying passion, sincerity, ambition towards creating new milestones with each passing year & making everyone around her look beautiful with each new creation. Here's to destiny's dazzling DIVA, here's to SAHIBA!

-Shweta Luhana
Editor-in-chief / Story weaver empower

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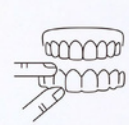
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AWKWARD QUESTIONS

YOU WISH YOUR CHILD WOULDN'T ASK

Anuja Amin

*Survivor and Sexuality Educator
Circles of Safety
Educates and empowers the
community on prevention of child
sexual abuse*

Have you ever been caught off-guard by young children’s self-exploration and curiosity about their bodies? I am a mother to two daughters, Meera (7) and Tara (4) and being on the receiving end of troubling questions is one of the uncomfortable realities of parenting I have faced. You may think you know how to answer their questions, until, they are asked in a context or in front of an audience that you were not prepared for!

Growing up, sex and sexuality was labelled as dirty, shameful, secretive and applicable only in certain contexts. Our children are sexual beings- no, this aspect of their lives is not on pause or non-existent until they’re adults. Here are some snippets from my conversations with my girls and tips to confidently navigate these ‘awkward moments’.

Tara: Where do babies come from?

Me: That’s such a good question. Where do you think they come from?

Tara: umm...tummy?

Me: A baby stays in the mother’s womb till it’s ready to be born.

Tara: But how does it come out?

Me: It comes out from the vagina... isn’t that funny?

Tara: What??? (Stumped) Did I come out from your vagina??

Me: No, the doctor operated on me and helped you come out from my uterus. (I showed her my scar)

Tara: Did it hurt?

Me: A bit. But it was worth it. I was so happy to finally hold you.

Meera: Ma, can a girl marry a girl?

Me: It’s possible.

Meera: Can I marry one of my girlfriends?

Me: (amused) It’s an option. You can decide later.

DO:	DONT:
<ul style="list-style-type: none"> • Provide clear, honest, positive and age-appropriate messages. • Answer your child’s question with a question, encouraging your child to think about their own worldview and allowing you to better understand theirs. • Buy time to think about the question and follow up later. • Use resources or share examples from your life when appropriate. 	<ul style="list-style-type: none"> • Rely on tales and myths E.g. ‘God gifted you’. • Load the child with over information. • Shame your child for being curious about bodies - it’s all natural! • Overreact. They can sense the discomfort and will steadily stop approaching. • For more information refer to our website: www.circlesofsafety.com For specific queries and concerns, please book a private consultation by visiting our website or DM on Instagram circles_of_safety

Chaitali Shah

Chaitali Shah Studio

Chaitali Shah, a passionate makeup artist with her major forte being wedding makeup and hair styling and has been contributory in successful photoshoots while creating flamboyant makeup look.

We all wish to meld into a naturally dewy glow and not get crashed into a cakey disaster, isn't it? Come rain or shine, stay rest assured to have a perfect make up look if you follow through the right product selection alongside, our step to step makeup application tips.



1 Primer is your bestie

As a first step we all know, moisturiser hydrates the skin to make it look plumper and smoother. Use an oil-free moisturiser with SPF as that also protects against UV rays. Right after moisturising your skin, using a primer helps create a silky-smooth and pore less canvas for your makeup to get set.

BEAT THE SUN AND HEAT IN STYLE

2 Foundation – 'Less is more'

You sure want to prevent your makeup from creasing and caking and hence believe in 'less is more'. Use tinted moisturizer or light weight buildable formula foundation to hold up much better under the heat and a concealer focusing on covering blemishes.



4 Powder eyeshadow is the key

Warm days are perfect to add a pop of colour to your make up routine. Powder eye shadow over the regular ones, swiped with a fluffy brush into your crease line will enhance the look. Use your regular eye pencil to define the eye, and then use a small, angled brush to smudge it or press some eye shadow over the liner to set it for longer wear. Invest in good waterproof voluminous mascaras for fluttery and smudge free lashes.

3 Say NO to the powder blush:

Blush definitely adds a healthy and fresh glow to your skin but using the powder blush will result in cakey makeup look. Instead grab a creamy or liquid blush preferably a soft peach pink shade and blend to flush well with a dewy skin. Dust a light, invisible setting powder on the top to lock your look.



5 Top it up with a creamy matte lipstick

Earthy tones or nude tones, but go for creamy matte finish or matte finish with liquid gloss on top to make sure your lip colour does not fade, move or leave behind any markings. Whether you just remove your mask or take a sip, lip colour completes your face look while hydrating the lips. Neon pinks, fun orange corals or intense reds can be those adventurous shades but if you want to go for subtle, sweet pinks and nude browns are the shades.

6 Finish with a setting spray

The final step in getting your makeup to stay all day from melting in the hot weather is to spritz on a makeup setting spray to seal your look. Remember this all year around and not just during summer. Enjoy your dewy look this summer and most importantly enjoy the season.

AVOCADORABLE!!



Chocolate Avocado Mousse

Serves two

For Mousse

- 1 ripe avocado
- 1/2 cup chopped dark chocolate
- 1 tbsp coconut oil
- 2/3 tbsp honey (adjust according to sweetness)
- 1 tsp coffee powder (optional)
- 1 tsp vanilla extract (I use sprig)

For Garnish

Use any toasted nuts

Method

- In a microwave safe bowl add the chocolate, coconut oil, coffee and sugar.
- Mix these.
- Microwave in bursts of 20 seconds till the chocolate has melted.
- Now scoop the avocado flesh in a blender.
- Add the melted chocolate to it and blend till smooth.
- Scoop out the mousse in bowls or glasses and serve straightaway garnished with some chopped dry fruits.



Janhavi Khambhatta

The Moody Baker

Gourmet Bakery specialising in Bundts

My journey as a baker has always been about everyday learning, experimenting and trial and errors. I have always been fascinated with baking since I was a kid and I am glad I've followed my passion.

Sometimes when I used to visit bakeries, I always used to think why can't I create something like this at home? I am sure many of you would also have this feeling, to whip up a quick dessert for yourself or your family or friends.

I am delighted to share a simple and easy recipe which can be made with absolute basic ingredients which are found at home. This recipe is Vegan and Refined sugar free!

As a baker, I would love to give you some idea on the basic tools you'll need if you want to bake at home.

Happy Baking!

Spatula
Whisk
Measuring cups
Mixing bowls
Pastry Bag
Measuring Spoon



ADITI AGARWAL

PAINTING AN ART

THAT EVOKES RARE EMOTIONS AND MAKES YOU PAUSE!

Hailing from Nepal, she did her schooling from Mussoorie. An art student from Singapore, she pursued her true learning of scenic art in the UK.

Aditi jokingly refers to her journey as a cocktail. A school girl who painted to prove to her teacher that she is an artist with a different vibe. An artist with a cause to paint life size paintings, telling a story, to evoke rare emotions, to make one pause and reflect on the sensitivity of life.

She poignantly remarks, “Looking back at my career in painting, I feel I am much more evolved as an artist than what I was earlier. Initially it was all about moods - happy, sad, in pain but today it is more than that. It is about abstract, 3D, minimalism and modern art as well. I have realized the key lies in technique and story-telling. Stories that are a depiction of life as I see through my eyes. For the world, my paintings are the window to my soul. I find art everywhere and everywhere art manages to find me.”

Let’s immerse into the journey of this artist with a cause!

FROM THE DESIRE TO BE A HOTELIER TO EMBRACING ART

FROM DREAMING TO BE A HOTELIER TO BECOMING AN ARTIST! AN ARTIST WHO PAINTS TO EVOKE EMOTIONS THAT ARE SOUL STIRRING AND MAKES ONE PAUSE TO REFLECT UPON LIFE MEANINGFULLY, ADITI AGARWAL NOSTALGICALLY SHARES HER RARE JOURNEY WITH SHWETA LUHANA!

FOR LIFE- TELL US WHAT IGNITED THIS TRANSFORMATION?

I was born in Nepal. We were a joint family and I was the 12th sister of the 13 girls of the family. I followed the family trend and like my cousins and siblings I too was sent to Mussoorie for schooling. Our School took art very seriously. I aspired to be a hotelier and run beautiful hotels and boutique stays. I attended art lectures as a formality. Never in my wildest dreams did I think that I would be an Artist.

It was in one of the lectures in the 11th grade that my professor saw my casual approach and remarked, “Aditi I don’t think you are meant to be an artist and it’s better you stand outside the class!”. It hit me then. I can’t be labelled unworthy. I decided to work hard for the next 6 months and painted a collection of 16 paintings for an upcoming art exhibition in the school. That’s when I decided to pursue ART seriously!

For me the reason people pursue art was to show something, to prove a point, to express- that’s what art meant to me then!

TELL US ABOUT YOUR JOURNEY AS AN ART STUDENT, HOW WOULD YOU DEFINE ART?

Once I realized my calling of becoming an artist, I told my family that I wish to be formally trained. They dismissed the thought in the beginning because during those days art wasn’t looked up to be a valuable career choice. It was to be pursued just as a hobby. Nevertheless I convinced my family to give me some time and follow my dream. If I didn’t excel, I would pursue their chosen path for me. I was sent to SINGAPORE to take up a Diploma in Fine Arts from Nanyang Academy of Fine Arts (NAFA) in 2007. I was enjoying the training period and loved living in Singapore. I won two awards both in my first and second academic year during the course.

However, my achievements weren't received with much value by my family back home. They couldn't understand my style of art or the fact that my art was rare. They were baffled by my abstract expressions. My paintings to them seemed futile and devoid of skill.

"Indian minds believe that we should replicate life objects exactly like how a highly skilled artist would— but at NAFA we were taught that artists should have a unique bent of mind to create art, otherwise a photograph suffices replication . . . back home no one understood – they were like what are you drawing we can't understand, can you draw my portrait . . . so that's where I understood my roots and what I was being taught was diametrically opposite."

We are expected to create what others approve of. That's where I felt I needed a break from art because I was not making anyone happy. I wasn't happy either as the appreciation was missing from people who were dear to me. That's when I dropped out of college, went back to Nepal and wrapped up my dream to be an artist. However, I still had the creative bone tickling me every now and then. I decided to join an event management company called 70 MG in Bombay. I worked there for a year, really enjoyed that year assisting the art and décor segment. Yet again due to erratic work hours my family was concerned and once again I had to quit. This time when I went back home I knew I was going to follow my heart and not listen to how others feel about it. I wanted to be happy this time. Finally, after a year of rigorous research in 2012, I found a course in the UK which was about SCENIC ART. This course dealt with art used in theaters and scenography!

Now I was living life on my own terms. I really enjoyed painting to my heart's content and went crazy. I would go to college at 9 am and come back at 8pm, it was an amazing time. I got promising opportunities like I was appointed to paint for The Royal Opera.

I was reached out by the theatre called Nationals which is equivalent to royal opera. I had to paint all the backdrops which were 30 ft tall. They trained us to paint as big as possible, so all of the sudden my canvas became macro, that's when I found my style! I loved painting life size paintings. It gives me chills when I see something that big, for me art is not just something that hangs on your wall, it is a feeling expressed that should have a power to move you!

I got an offer from Farhan Akhtar's team to paint for the "Happy New Years" film set. But my parents called me back. Nevertheless, UK was my turning point - I knew I would be an artist for life! "Art drives me crazy, it make feel alive!"

WHEN IN-LAWS BECAME YOUR DRIVING FORCE- HOW DID YOUR JOURNEY EVOLVE?

Meeting my husband was the best thing ever! It was a doorway to freedom and just be everything I ever wanted to be with undying support and encouragement from my in-laws. After I was married I moved to Ahmedabad. My father-in-law really saw the rare skill in me— he has been my biggest driving force, he is the one who fueled my journey as an artist. My husband is into exports of textiles and home furnishing. I joined his business as a design head.



I started heading the design team and revamped the complete design sensibility to suit the foreign aesthetics. That gave the whole production a makeover and expanded our sales. I gave him around 1000 designs for 2 years and trained the team to run on auto pilot mode post that. My father-in-law really encouraged me. My dad started appreciating my art only after looking at my father-in-law praising my creativity. My father in law's encouragement broke my barriers and gave me wings to chase my talent. I converted the billiards room into my studio and started painting again. The biggest break was given to me by my father-in-law, he asked me to curate artwork for an entire building in his office space.





It was just two months before the opening that I realized I hadn't started the work. He told me, 10th February was the last day as 12th February was the muhurat. By then the paintings should be up, else wallpapers will fill up the space. It fueled me and I got 10 paintings of 6.5 ft x 6.5 ft ready in those two months. I was working day and night with a very strong subject and concept. My father-in-law is into land dealings. One of the paintings I created was a map of Ahmedabad. He is crazy about Ahmedabad and he was immensely delighted. That's where I found my style, it was a breakthrough for me as an artist.

YOUR METHODOLOGY AS AN ARTIST WHO PAINTS ON A MAMMOTH SCALE!

I paint 30ft x 30ft and similar mammoth scale paintings. I climb scaffolding and paint all surfaces. It has an empowering effect and that's what I paint for. I am a die-hard landscape artist. I take trips for inspiration, I bring ideas on a smaller scale then blow it up. I love painting on different materials like acrylic, metal, brick walls etc. My statement pieces are 6ft x 6ft, you have to be a versatile artist is what I learnt in the UK. I became a mad artist after that!

My technique is realistic and abstract, inspired from nature. I do lifesize paintings because it is overwhelming. It makes you stop and think about a concrete jungle one is living in. My palette is earthy! My biggest gallery is my home, all my houses and offices

have my work!

TELL US ABOUT THE LANDMARK MOMENTS IN YOUR JOURNEY AS AN ARTIST!

I got an opportunity to exhibit at the Parliament. When I exhibited, one of the visitors remarked that my paintings depicted Ahmedabad as a very hot city. Suddenly, I realized what I felt as a girl from the mountains in a hot city came out on the palette in my paintings. Ever since then my experiences in life are expressed through my paintings, that's my biggest strength & style!

ART SOCIO was my first art gallery. I wanted a space which made art accessible to laymen and gave everyone an opportunity to try art. I made my dad paint and he was scared. But once he held the paint brush he had a moving feeling and it was an achievement for me. I taught my father a few techniques and my dad painted quite well, it felt empowering. I am a firm believer - if you start something you have to be there to finish it. I decided to wrap up Art Socio which somewhere was becoming a commercial space rather than the vision I started it with. Until I launch yet another space depicting art or promoting art- I am enjoying being an artist who loves to romanticize art at a mammoth scale!

WHAT IS YOUR INSPIRATION AND WHAT DO YOU WISH TO COMMUNICATE THROUGH YOUR ART?

Ancient artists painted because they

didn't have cameras at that time. They painted to replicate, they were known for their skills; Picasso broke that barrier - now we are following our trend of creating our own style. My art is art inspired by the nervous system!

I am working on a concept, I believe earth is a living being and it has a nervous system of its own. I have experienced an energy. There is a shape which we called ROOTS - I think it has a shape. For me energy is how the roots of the trees are going somewhere, branches of the tree have the same shape, lighting has the same shape, the map has the same shape, a color spreading has the same shape, our hands are of the same shape. We all are a part of earth's nervous system and now I am exploring this belief in my journey as an artist.

ON A CLOSING NOTE :

Aditi- A Story untold, an Artist making a difference in True sense. I met Aditi as a quiet voice - waiting to be heard, she paints to express all that is captured within her subconscious, she paints to touch your soul! In that soul stirring chat that we had. . . I discovered how an artist, who seems shy & a resilient individual lost in her world, is truly in a creative process within her cocoon, where she transforms her enriching experiences into timeless art which touches your soul - just as a caterpillar transforms into a butterfly, revealing the ultimate beauty of nature & miracle of life! Here's to such rare art, here's to a rarer artist, Aditi!

-Shweta Luhana
Editor-in-chief / Story weaver empower

MIXOLOGY

Priyanshi Jariwala

Zoroolio

Gourmet cheeses and cheeseboards

While cooking shakshouka or baking banana bread took the world by storm during the pandemic a more spirited endeavour kept many others busy- i.e. mixology or the art of making cocktails.

While there are a few classic cocktails like the cosmopolitan, negroni, martini that one may learn; it's also about getting creative with the resources on hand and not necessarily having to scurry around for fancy liqueurs or spend hours in the kitchen making complex syrups.

We are here to show you a couple of easy cocktail recipes with very ubiquitous ingredients :- a classic frozen margarita (the guaranteed star at your next girls night) and a desi gin based cocktail (which would be ideal to serve with kebabs and a hearty Indian meal) but feel free to get creative and make fun substitutions.



FROZEN MARGARITA

Ingredients:

30 ml tequila
15 ml Cointreau
1 tbsp lime juice (adjust depending on the variety)
1.5 tsp sugar syrup (make the syrup with 1 part of sugar to 1 part of water in a single string consistency)

- Adjust the sugar syrup depending on your preference.
- Rim the glass with salt by running a lime around the top rim of the glass and then dipping it in a shallow bowl filled with salt.
- Mix together the tequila , Cointreau, lime juice and sugar syrup and shake vigorously.
- Now add crushed ice in your glass and pour this mixture over it.
- Garnish with a lime wedge and drink immediately.

Note : I love using gadhaa limbo which is a local variety of lime, it makes the best margarita. If it's unavailable try using couple of different varieties of lime/lemon to give a more complex taste .



Ingredients:

45 ml gin
20 ml lime juice
15 ml sugar syrup
1/4 tsp cardamom powder
Pinch of saffron dissolved in 1 tbsp hot water
Crushed ice

- Mix the above mentioned ingredients vigorously in a shaker over lots of crushed ice.
- Pour into chilled glasses and garnish with an Indian marigold.

Note : You may also substitute the lime juice with some pulp from a raw mango for an interesting spin on the same ; it will taste like a boozy aam panna.



MAKE YOUR LIFE A STORY WORTH TELLING!

THE CHALLENGE OF CHANGE

CA Khushboo Goyal

Mindfulness Coach- The Real Sparks;
Finance Head- Nuchem Dyestuffs (P) Ltd.

In the year 2020, the whole world was compelled retreat into their homes. Public meetings, social gatherings and even a walk in the park were declared potentially dangerous activities and every breath could carry the harmful pathogen.

Despite this bleak picture, the world learnt to adapt; our 'wfh' scenarios quickly turned into the 'new normal'; zoom meetings, video calls and sharing memes became our primary mode of communication; education, awareness, gathering help and resources for the vulnerable – all happened on social media and together, we helped friends, acquaintances and even strangers to fight adversities. Thus, even when we couldn't personally meet or help our peers, our efforts from a distance helped many people hold on to hope and happiness even in the face of loss and pain.

All of us had to sacrifice our carefree lives. Going to parties, hugging friends, grabbing a coffee with a colleague, our travel plans & family vacations etc.;

all these experiences had to be put on hold. This was a collective loss faced by almost everyone on the planet and yet, we survived!

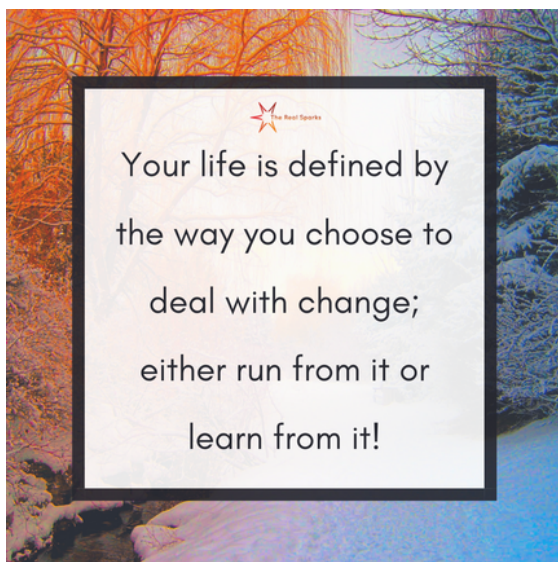
It was not technology alone which helped us cope with this sudden change; it was the power of our adaptability. Life and its challenges can come in any shape and at any time. Some changes will affect us deeply, making us feel that life itself is unfair. As bitter as the pill is you must swallow the fact that Change Is The Only Constant.

Our lives are in constant motion, just like the revolution of our planet or the rhythm of the universe.



The way we handle change decided whether we live a life or simply let our lives pass us by. Your life is defined by the way you choose to deal with change; either run from it or learn from it!

Every change can be a challenge and it makes life an adventure! It may not seem so at the time, but every change in life gives you an opportunity to be the best version of yourself. It is a chance to learn and discover your true traits. As you move further in life, dealing with changes and working on yourself becomes a part of your personality. Going through these changes makes us wise, experienced, and genuine people. I hope this little excerpt finds you and gives you the courage to embrace every change with a strong resolve. Every change comes with a learning; we just need to be open minded to receive it.



DESIGNING JEWELS



NEHA GOYAL

RE-DEFINE, THE UNIQUE YOU!

FROM ASPIRING A PHD IN PSYCHOLOGY TO BEING AN ACE JEWELLERY DESIGNER, NEHA GOYAL ESTABLISHED ITEE – A FINE JEWELLERY BRAND! IN A TÊTE-À-TÊTE WITH SHWETA LUHANA, NEHA REVEALS HOW HER JEWELLERY IS DESIGNED TO BE A KEEPSAKE FOR GENERATIONS AND MAKES YOU STAND OUT IN THE CROWD!

Neha at a tender age of three sought uniqueness, she wanted to stand out, she even picked her own name as a little girl! ITEE was born much later!

Her eccentric individuality is visible in her brand – crafting jewels out of gold, diamonds & precious gemstones jewelry that inspires individuals to tell a story defining their own uniqueness. Her designs are always a head turner.

Let's embark on Neha's fabulous journey of becoming an ace jewelry designer who tells a new story, a new inspiration in each jewel she crafts!

DID LITTLE NEHA ALWAYS WISHED TO BE A JEWELLERY DESIGNER? WHAT LED HER TO PURSUE THE SPARKLE?

I was a bright student; however, I grew up enjoying art. I never imagined that I would pursue a creative career– I always wanted to do a PHD in psychology. It was my mother who saw my creative bent. She made me aware of it and helped me pursue my passion.

My mother knew instinctively that jewelry designing would become my career in the near future. To please her wishes, I pursued double degrees for my undergraduate– Bachelors of Commerce and Jewelry

Designing from Indian Institute of GEMS and Jewelry, Mumbai. Within three years I had two degrees, both in which I had topped and excelled in my batch. Over the course of three years, I realized my love weighed more for jewelry designing.

FROM JUGGLING BETWEEN MULTIPLE DEGREES AND JOBS - HOW DID JEWELLERY DESIGN BECOME YOUR CALLING ?

I have always been a learner; I have always enjoyed studying and researching. After finishing my undergraduate degrees, I took up courses for Masters. I was

doing MBA in Human Resource Management from Amity business school and M-COM from RA Poddar college in Mumbai.

Meanwhile I took up jobs during the summer break which involved basic understanding of jewelry, know-how and the market scenario. I have always been focused & goal oriented as an individual, amidst my studies and job I had a calling! I knew I wanted to pursue my masters to understand how to shape my business better and, in my heart, I knew I wanted to design jewelry.

HOW DID WORKING WITH INFLUENTIAL MENTORS INFLUENCE YOUR PROFESSIONAL JOURNEY EARLY ON ?

I have adored Queenie Dhody since a very young age – I had applied for work experience and was lucky enough to get an internship with her for two months. It was an experience of a lifetime. I loved her aesthetic sensibility; it was another kind of a world – with celebrities being your muses and an uncanny flair for crafting jewels. Queenie still inspires my workstyle deeply.



I remember walking into her boutique, immediately counting the number of pieces it takes to hold a boutique of that standing, they had 82.... I knew that was my starting point, to believe in my dream of owning a jewelry store one day.

Working with Queenie gave me an understanding about running a brand and a studio. But I wanted a worldview – that is when I decided to work for ORRA - A Diamond destination, A fine jewelry brand. My experience with them was more holistic, it was less attached to the expression and skill of an individual, but more global in its module and presence. It taught me to broaden my vision, see a larger spectrum which was to launch a brand. That was the foundation of ITEE!

TELL US ABOUT YOUR EARLY DAYS AS A JEWELLERY DESIGNER AND BIRTH OF YOUR BRAND ITEE!

I started my little workshop, taking orders from friends and family initially. Meanwhile I got married to Manan, marrying him was the biggest wind beneath my wings. I was a butterfly trapped– Manan let me free. He donned the role of a friend, philosopher and guide– he made me discover my true potential and made me fiercely independent.

I moved to Ahmedabad from Mumbai post marriage. After six months of settling in, Manan and my mother encouraged me to start again and focus on designing jewelry and creating a brand around it.

In 2013 my sister introduced me to Rotary Royal, they were hosting an exhibition in Delhi, she motivated me to be a part of it and showcase my collection. That was a turning point– for the very first time I designed a collection, launched a brand, before that I was only into custom made orders. I made exactly 82 pieces– 70 which were popular selling designs and 12 depicted a lot of my own style. I sold 12 pieces in a day in that exhibition and it was the best opening possible. I got the confidence and push that I missed so far. That's how ITEE was born!

WHAT MAKES ITEE UNIQUE?

ITEE means- your search for uniqueness ends here, it's a Sanskrit origin word!

After participating in the exhibition in Delhi, I was mostly crafting jewelry as per popular demand. That's when I realized my personal touch and creativity were missing. Then I participated in the SHAADI FESTIVAL exhibition in Ahmedabad where I saw the demand for luxury design statement jewelry. Customers were open to experimenting with statement jewelry, they just didn' know whom to approach. From that day onwards I started making pieces with my sensibilities and originality blended in them. I knew I wanted to craft statement pieces inspired by my style which was more minimalistic, natural and surreal.

For me my jewelry should reflect my inspiration and narrate a story.

Let me tell you about one of our rare creations– THE LEGACY TALE – I have engraved my entire love story through landmark moments, my husband's favorite colors, a message for him and much more. The intent of making it was to weave a story for your

Connecting a sentimental value to the jewelry makes ITEE unique!

FROM BESPOKE TO BUILDING A BRAND – A DAY AT ITEE AND THE MOMENT YOU COMMITTED TO IT FOR A LIFETIME !



special day, tailor made impressions on your pendant to mark the bond of true companionship. A nostalgic keepsake with a strong story attached to it to be passed onto your future generations!

Until 2017 – I created and managed ITEE but sometimes my mind used to wander into trying out different business opportunities. I explored many creative ventures right from ceramics, pottery, kids play zone but whatever I picked I kept coming back to jewelry designing.



It was as if I was seeking a higher spiritual connection, a commitment for life with ITEE.

In JANUARY 2017- I clearly remember I went to the office on a Sunday, sat down at my desk, started introspecting and asking questions to myself- why did I start ITEE, what made me choose this as my career? That day I had a realization and felt that I had found my IKIGAI. Manan always encouraged me, he asked me not to search outside instead look inside, at ITEE, the brand I had created. It took me 7 years to find out that I was already living my passion. I instantly geared up and launched my store, made my social media presence, started marketing the brand and I knew I had to celebrate this brand for a lifetime ahead!

NEHA – THE DESIGNER / THE BOSS / THE PHILANTHROPIST– SHARE WITH US YOUR MYRIAD SHADES!

Neha the designer never follows trends - you are unique is what I tell my clients – you don't have to follow rules, you don't have to follow trends, you make your own trends.

Neha the BOSS believes in creating entrepreneurs, I believe in complete delegation – my job is to expand business, I train my staff to be self-sufficient and function as if

ITEE was their own brand – that's how each one of them works passionately towards it.

Neha the PHILANTHROPIST - I really want to start an academy one day, I want to impart skills that I have. I know the difference; I want these kids to explore what they like and then choose. I know the joy I get by providing a living, creating employment opportunities. My desire is to inspire and groom the youth to become future entrepreneurs.

NEHA – SHARE WITH US YOUR JEWELS OF WISDOM FROM LIFE AND LIFE LEARNINGS – A MESSAGE FOR YFLO TRIBE!

I maintain a diary for what I want to be at 50, next year, every year. I write a letter to myself each year, always saying what I did this year and what I want to do the next year. I believe in the power of manifestation very strongly and would like everyone to follow their heart– it might happen today; it might happen after 10 years but when it happens it will bring true exuberance!

My mantra for a wholesome life is to keep discovering! The best way to predict the future is to create it and I follow it to the core and wish everyone does too!



ON A CLOSING NOTE :

Such was Neha – sparkling with her infectious aura full of zeal, such are designers – they create to not just beautify, they create to live through their creations for a lifetime – sometimes as a sparkling jewel, sometimes inscribed as a rare life story. Neha's journey for me will always be, a treasured memory of dreams beautifully lived !

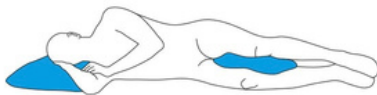
-Shweta Luhana
Editor-in-chief / Story weaver empower

We all know that good posture is very important, right? But do we know that good posture doesn't just apply to sitting & standing- the posture in which we sleep is equally important!

The best sleep position is one that promotes healthy spinal alignment from your hips all the way to your head.

On the side with a pillow between the knees

Lying on the side can be comfortable, but it can pull the spine out of alignment, straining the lower back.

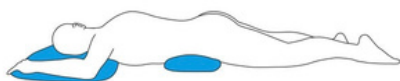


Steps:

1. Get into bed and carefully roll to one side.
2. Use one pillow to support the head and neck.
3. Pull the knees up slightly, and place another pillow between them.
4. For extra support, fill any gaps between the body and mattress with more pillows, especially at the waist. Anyone who usually moves from their side to their front may also want to try hugging a large pillow against their chest and stomach to help keep their back aligned.

Lying on your stomach:

Sleeping on your stomach can be hard on your back. Your neck and spine are not in a neutral position & this may cause neck and back pain.



Steps:

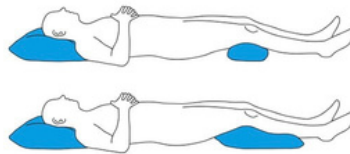
1. Lie on the stomach.

2. Position a pillow under your pelvis & lower abdomen to reduce the strain on your back.

3. Place a pillow under your head if it doesn't place too much strain on your back. If it does cause strain, try sleeping without a pillow under your head.

On the back with knee support

Lying on the back evenly distributes the body's weight, helping to minimise pressure and ensure a good alignment of the head, neck, and spine.



Steps:

1. Lie flat on the back facing the ceiling. Avoid tilting the head sideways.
2. Position a pillow to support the head and neck.
3. Place a small pillow under the knees.
4. For extra support, fill any other gaps between the body and mattress with additional pillows. Try placing one beneath the lower back.

Fetal position:

It may be a good choice for pregnant women because this posture improves circulation for both the mother and fetus. If sleeping this way hurts your hips, placing a pillow between your knees may help relieve pressure.



BEST SLEEPING POSTURES FOR BETTER SLEEP & HEALTH

Dr. Stuti Shah

Core Tuck In

Physiotherapist, Fully Certified STOTT
PILATES ®Instructor, Movement
Specialist, Founder at Core Tuck In.

FINANCE

IS NOT AN ALL MEN ZONE -

BE YOUR OWN FINANCIAL MANAGER

Juhi Agarwal

Tesoro Galaxy

Chartered Accountant and currently pursuing Bachelors in Law, Company Profile

Since childhood I have seen the women of the house with little or no financial background manage their finances in the most efficient way. Therefore, whether a house maker or a business woman, every woman has financial management flowing in her blood.

Women are often intuitive, thoughtful and compassionate, and can use these qualities to their advantage as they plan for their financial future.

8 ACCOUNT BOOK TIPS:

1. Differentiate between fixed expenses and variable expenses. Keep a tight watch over the utility of your variable expenses.
2. Expenses whose benefits are spread over years should be proportionately spread in your books too.
3. Every expense incurred for promoting the business can be claimed as a tax deduction, however they should not be incurred in cash above the threshold limit of 10,000 and should be supported by appropriate invoices.
4. Prepare monthly stock reports, Sales trends volume report and marketing performance metrics reports.
5. To avail GST credit ensure timely filing of returns and its related compliances.
6. Keep track of your receivables and payables
7. Watch your fund flow and cash flow to understand the pattern of investment.

8. Ensure that all your fixed assets are disclosed to avail depreciation benefits. Also ensure that your fixed assets and current expenses are justified for correctly.

KNOW ADVANTAGES CARVED OUT FOR WOMEN ENTREPRENEURS:

- In case you plan to use bank funding for your business, you must know that various banks provide various favorable schemes with regards to interest rates and collateral for women entrepreneurs.
- Choose wisely for the type of company you create for eg LLP, Partnership, Private company keeping in mind the benefits designed by government.
- Check the Women Entrepreneurship Platform (WEP) formulated to assist start ups.
- Start ups are also provided the advantage of concessional income tax rates.
- In Ahmedabad for female property buyers there is a waiver of registration-fees which normally forms 1% of Stamp Duty.





Turn Your Dream Into *Reality.* ALL YOU NEED TO START YOUR BUSINESS

Shondhi Agrawal

Karyalaya Cowork

Office space that you can call your own with minimum hassle and get strong network to lean on

I have heard people say that ‘I want to start this business but I don’t know how to get it started’. In today’s time, with technology and flexible workspace one can get started with their business within a few days. Let me take you through on all aspects of building a business and how to get started

1. Financial Planning: Answering some key questions helps in financial stability. Those are: Costs- Identify your Fixed costs: Monthly expenses like rent, salary, municipal tax, EMI on your initial investment. Operational costs: Variable expenses like electricity, tea/coffee, marketing, raw goods. Revenue - Sales from the office, social media, exhibitions and others. Sales Targets & Pricing- Set realistic sales targets & price of your products in order to generate profit as some unexpected expenses always occur.

How Coworking Helps: It saves money significantly. It manages all your office requirements like housekeeping, electricity, wifi, security, tea/coffee, building maintenance, and many more on a minimum monthly fixed cost. In this way, you outsource your office management in a cost effective way and can focus on your work more efficiently.

2. Getting Your Product Ready: There is a process involved in achieving your deliverable. Identify what value you add to the client and focus on delivering that. Delegate or outsource aspects of the production that are not directly linked.

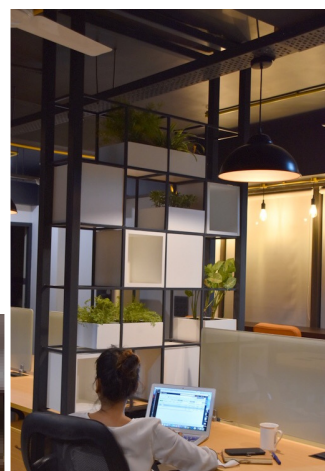
How Coworking Helps: You can get started with your business in a day. No more hunting for an office, then investing huge capital and time in furnishing it in your starting years. This traditional process itself sometimes takes about 3 months to a year.

3. Sales and Marketing: With the era of social media, sales and marketing can be done through your fingertips. Use the power of Facebook, Instagram, Google. and website for point of sale. The touch and feel experience of any product can’t be matched. Reach out to stores and exhibitions for collaboration to give credibility to your product and to generate word-of-mouth.

How Coworking Helps: You can collaborate with other startups within the community and create more buzz around your product. Eg. If you are looking for a digital marketing agency, there might be a company in your cowork with whom you can collaborate.

4. Professional Environment: As much as a strong product and sales is required, similarly a right environment to work from is equally important. It adds - Quality frame of mind which in turn leads to consistency in your work and consistency is the key here. To show up everyday for work and focus on the tasks at hand helps to boost and sustain your business. You can set up a professional corner at home or rent an office or sign up with a coworking space.

How Coworking Helps: It gives you flexibility on rent period and provides all benefits of an office space and a community to lean on.



AS SHWETA ONCE AGAIN MEETS KANIKA, SAHIBA, ADITI & NEHA ON A ROUNDTABLE CHAT, FLIPPING THROUGH PAGES OF EACH OF THEIR INDIVIDUAL JOURNEYS & REFLECTING ON EVERY PEARL OF AN INSIGHT EACH ONE OF THEM SHARED, SHE CAN'T HELP BUT BE AMAZED BY THESE DESIGN SOULS WHO ARE SO PASSIOANTE IN CREATING BEAUTY WHEREVER THEY GO. LET'S HEAR A COLLECTIVE PERSPECTIVE ON LEADING& SHAPING LIFE AS DESIGNERS!

Being a Design entrepreneur MYSELF and a world traveler, my Job & my passion makes me a seeker of lifestyles untold & stories lesser known, and when I met these wonderful ladies sharing a slice of their Life as Designers – Some shaping fashion, some lifestyle, some art, while others dealing with finer shine in life - the jewels. It thrills me to feel a belonging to this world of beauty which we all create in our own ways . . . Let's hear them reflect together on a parting note, as I ask two questions commonly to each of these ladies who are truly Designer souls:



REFLECTIONS OF A RENDEZVOUS

Being designers & forging your own path, what is the legacy you wish to leave behind – would you desire an HEIR?

KANIKA: Discovering your calling in life & establishing your own brand means fame is part of it, if you have to create a name - you end up living the legacy. We've been lucky to have mentors and gurus like Zaha Hadid and if luck & destiny permits, then would like to leave a legacy greater than theirs behind!

SAHIBA: When it comes to an heir, I don't think of an heir – it's me. These are my ideas and it will be very difficult to impose my ideas & thought process on someone else, or to just expect an ideation process from someone who's even my own... so I'd rather be like an artist to be celebrated once I leave.

ADITI: Nobody can do the same thing the same way I do it. I'm not looking at my child taking it forward. All artists are timeless. You never loose an artist. They live through their art. An artist is more famous after they leave – I would like to live through my ART!

NEHA: For me I feel everything that we do is to create our name. Why do we things in this world... because we want to leave that ,

behind. We know we are not going be here anymore, but that name stays. So definitely – I would want my brand name to be alive, but I don't know if my son would want to do it. I can maybe make it like an organization where it can self-sustain itself rather than force it onto someone who doesn't vibe with it the way I do or create the way I create. So I wouldn't want to force it. That's also a way I'll empower people going forward!

What makes you all a designer's soul, and as designers how do perceive life so differently from others around you?

KANIKA: My sensitivity towards my environment is different, so my understanding of nature is very different. My attention to detail is very different, so when I look at a person or space I can probably look at 10 other things, which a normal person may not even observe. I think the whole world should be full of only designers! We are so much more conscious in the way we observe!

SAHIBA: For me being an engineer & a designer has been a beautiful combination. I'm very thankful that I didn't realize I'm a design soul earlier in my life and got my engineering exposure

because when I look at something which is a piece of art or a beautiful outfit, of course I'll appreciate the attention to details – but my thought process always would be how is this created & what is the technical detail. With being a designer you are always alive, always moving. It's always imbibing life queen size !

ADITI: The vision to see what people experience, what you are experiencing yourself & put it on a piece of canvas to make people realize you need to pause, to make people reflect, this is the specialty and quality of a design mind and a mystic quality in whatever I create.

NEHA: All of us are alike, but the way we perceive & interpret things is what differentiates us. So, I think for designers its more in their thought process. How magically they think & convert maybe even a raw substance into something that is beautiful is what designers can do and a power they hold!

May these beautiful design souls always enrich the world around them like alchemists - Mystically & Magically!



~ SHWETA LUHANA
Editor – in – Chief



MOTHERHOOD AND WELLNESS IN 2021

RASHI AGRAWAL
HOMEMAKER

Our lifestyle is our day to day routine, being a homemaker and a mother of two, my lifestyle is imprinted upon my children, they learn from my habits and my surroundings are influenced by the way I live. Different aspects of our life mould us into the person we are. Motherhood is one of the biggest parts of my life, and I cherish it everyday. It has its ups and downs but at the end of a tiring day, when we see the smiling faces of our children, it's all worth it. Being a mother in itself is a long journey, those nine months aren't easy to say the least, but when your beautiful baby is born, the realisation and joy of being a mother is beyond words. In the Miss World 2017 pageant, Manushi Chillar was asked the final question, "Which profession should receive the highest salary in the world?", she responded, "A mother's profession should receive the highest salary and respect in the world!" and no other words could be truer. Being a mother is a full time job, you must nurture your children, and pass down your values and knowledge to them. Another important part of our lives is self care.

In the 21st century, wellness isn't just physically but mentally too. We have countless methods of fitness, from high intensity workouts, kickboxing, animal flow, Zumba to what not. These are more rigorous ways but small acts like journaling, waking up early, walking, practising yoga, skincare are also forms of self care. Journaling is simply writing down your thoughts and feelings to understand them more clearly. Modern day journaling has evolved greatly, one of the best ways to journal is writing a gratitude journal. In that you write about the things you're grateful for, big or small, and manifest the things you want. It makes you realise how much there is in life to appreciate, attracts positivity and sets your goals. I encourage all of you to start this habit. In order to achieve a better and improved version of yourself you need to choose the best way suited for your wellness. It shouldn't seem like a chore, rather an enjoyable and peaceful activity that you look forward too which helps you rejuvenate physically and mentally.

HAPPENINGS

AT

Launch of YFLO Socials!!

FICCI Ahmedabad
The Power to Empower

BEYOND BARRIERS LUXURY PARTNER **FINNATI**

SUPRIYA JINDAL
CHAIRPERSON & COMMITTEE MEMBERS, YFLO AHMEDABAD

Invite You TO A WEBINAR ON

NextGen Leadership
with **Avni Biyani**
Concept Head, **Foodhall**
- for the love of food -

June 3rd, 5:00pm **zoom** link to be shared

SPONSOR PARTNER: VARMORA'S | CREATIVE PARTNER: the party | MEDIA PARTNER: BOMBIL FRY | EVENT SPONSOR: GHR | SMILE PARTNER: Smile Craft | NGO PARTNER: THE CHANGING DAY

Webinar with Avni Biyani of FOODHALL on being a leader.

FICCI Ahmedabad
The Power to Empower

BEYOND BARRIERS LUXURY PARTNER **FINNATI**

SUPRIYA JINDAL
Chairperson & Committee Members, YFLO Ahmedabad invite you to

CHANGING perceptions
with **OUTHOUSE**
Co-Founder, **Sasha Grewal**

Try the latest Outhouse Jewelry with a Pop-Up & Special styling tips by Sasha!!!

SPONSOR PARTNER: VARMORA'S | CREATIVE PARTNER: the party | MEDIA PARTNER: BOMBIL FRY | EVENT SPONSOR: GHR | SMILE PARTNER: Smile Craft | NGO PARTNER: THE CHANGING DAY

OUTHOUSE- Our first main physical speaker of the year!!



FICCI Ahmedabad
The Power to Empower

YFLO SOCIALS

YFLO AHMEDABAD, CHAIRPERSON, SUPRIYA JINDAL, AND COMMITTEE MEMBERS INVITE YOU TO BE PART OF YFLO SOCIALS

Let's come together, indulge in some amazing activities, make memories to cherish, and create more love and joy amongst the YFLO members through our initiative this year called YFLO Socials.

We will plan fun events all throughout the year, so that we can socialize and know each other better.

YFLO SOCIALS CHAIR
TANYA PUROHIT
KANIKA MAHADEWALA

BEYOND BARRIERS

FICCI Ahmedabad
The Power to Empower

BEYOND BARRIERS LUXURY PARTNER **FINNATI**

SUPRIYA JINDAL
Chairperson, YFLO Ahmedabad and the Committee Members
INVITE YOU TO SAY

Hello! CHEF AKSHAY MOHAN KATTI

Join us for a live demonstration and hands-on experience of

COOKING WITH THE Chef!

Learn the secret techniques of true Italian cooking & make Fresh GNOCCHI
Sign up on a first come basis! Only 200 people allowed! All covid safety protocols followed!

June 15th, Tuesday, 3:00pm onwards

Networking: 3pm - 3:45pm | Venue: DoubleTree | Workshop: 3:45pm - 4:15pm

SPONSOR PARTNER: VARMORA'S | CREATIVE PARTNER: the party | MEDIA PARTNER: BOMBIL FRY | EVENT SPONSOR: GHR | SMILE PARTNER: Smile Craft | NGO PARTNER: THE CHANGING DAY



Cooking with the Chef... MASTERCHEF



Learning about diamonds with Finnati

YFLO



Jwala Gutta- Promoting Women in Sports



Launch of our editorial- EMPOWER



A fun industrial visit to India's largest ice cream factory with members and children!

Resin Art.. Network. Have fun and build meaningful bonds!



FICCI YLO The Power to Empower | **BEYOND BARRIERS** | LUXURY PARTNER **FINNATI** | **SOCIALS**

Resin Art Party by The ART Container

Hosted By **MINI Gallops Autohaus**

28th August, 3:00pm onwards.
Followed by Hi-Tea

For Registration: Tanya Purohit - 9974 550 065

Venue: MINI Gallops Autohaus Showroom
Nr. Sarkhej-Sanand Cross Road, S.G. Highway, Sarkhej, Ahmedabad.

SMILE PARTNER: Smile Craft Social Studio | CREATIVE PARTNER: The Paper Pen | MEDIA PARTNER: DOMBIL FRY CONCEPTS | GIFT PARTNER: FLOR | ANNUAL PARTNER: Apollo Hospitals | SOCIAL MEDIA PARTNER: Momo Posters | EVENT PARTNER: MINI

Committe Getaway.. Because teamwork is everything!!



FICCI YLO The Power to Empower | **BEYOND BARRIERS**

YFLO Ahmedabad will be going LIVE on Instagram 6th August, 5pm



Dia Jadwani
(MSc, B.E.)
Certified Lactation Specialist
(Zydus & WeCare Hospital)




Shondhi Agrawal
Founder, Karyalaya Co-Work,
YFLO Joint Secretary

Protect breastfeeding, a shared responsibility
World Breastfeeding Week 2021

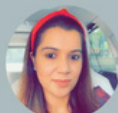
BEYOND BARRIERS | **FICCI YLO**

YFLO Ahmedabad Going LIVE


INSTAGRAM LIVE



RAJNITA GUPTA
Creative Head
Rajnita A Gupta
Guest Speaker



TANYA PUROHIT
Owner / Founder
FLAIR Multi-Designer Studio
YFLO Social Chair



PRACHEE GOSWAMI
Graphic Designer
Indian Summer Creatives
YFLO Media Chair

Sense & Sensibility
Analyzing Trends & Launching
A Label in a Bad Market
MAY 26 AT 06:00 PM IST

Insta Live Series- Important conversations we need to get going!

PROJECT HARA BHARA - Sustainable livelihood development!



FICCI YLO The Power to Empower | **BEYOND BARRIERS** | **DREAMS FOUNDATION**

You can have your shade and eat it too!

Supriya Jindal
Chairperson, YFLO Ahmedabad & Committee Members
introduces



We donate young **Dudhi Plants** to city slum dwellings.
Creepers grow and serve as a cooling agent on rooftops.
Vegetable is a food source and it can be sold for income. It's Resilient & Climate friendly.

Contact for Donating | Target : 1,000 rooftops

BEYOND BARRIERS | Community Outreach Chair **Swati Agrawal +91 97129 91959**



TEAM
EMPOWERED BY
LIVE





FORMATTED & DESIGNED

by

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WEDDING | PERSONAL | TRAVEL
BRANDS | EVENTS

CUSTOMISING MEMORIES INTO MAGAZINES

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