

# Designer James Ferreira to choreograph college fashion show

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In an industry that has come to be characterised by commercialisation, designer James Ferreira certainly stands out for choosing to walk off the beaten track. For starters, he's back to doing something that he really loves — choreographing fashion shows for college students. As a matter of fact, he's doing it next week for Sophia Polytechnic's 'Tvashtar 2009' — a show by its Dress designing and Garment manufacturing department.

"I used to choreograph shows for Sophia college in the early 80s and then I just stopped doing it. But I got back last year and I am really enjoying the experience of directing a bunch of enthusiastic youngsters. There's so much I can learn from them too," he enthuses.

What's more is that this time around, each student is coming up with two outfits for the show as opposed to group efforts that used to be the norm until last year. "Also, the inspiration for the collections is Mumbai and after the 26/11 attacks, the students have become even more passionate about the collection which dwells on everything right from Bollywood to Banganga," explains James.

"A lot of designers today have these minor celeb issues but not for me. I am happy working on my own terms and conditions and at my own pace. I want to be known for my value-for-money work and I want my clients to be able to get easily in touch with me. So all this hullabaloo about being a top shot designer is not my cup of tea," he notes, emphasizing that he has been through his ups and downs and the only thing that matters to him is doing quality work.

"I am concentrating on my India market. As far as establishing myself as a brand is concerned, let me tell you that I don't want to become a cult figure; you won't see me launch a perfume any day," he ends.