

# James Ferreira presents 'Save the Air' at LFW '12

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One saw wearable designs that highlighted the androgynous look of the modern woman. The stylish creations of this designer, who still loves cutting his patterns all by himself, brought about Indian dyeing techniques of tie and dye and bandhni on the runway. The ensemble was made up of skirts, tops, swirling maxis, lean sheaths, blouses, jumpsuits, and stunning gowns for women and shirts, kurtas, churidars and trousers for men. Ferreira, who was brought on board after leading designer Manish Malhotra pulled off from the Mumbai Fashion Week about twelve days before due to prior commitments, stated his love for the city by ending his show with the popular track *Bombay Meri Hai*.

The models walking for the designer had interesting towering hairdos (with a bottle placed in between the hair to keep the hairstyle intact) which was a concept by professional make up artist Clint Fernandes and was apt for the show. Anjana Sharma, Director Fashion of IMG Reliance, talked about the designer saying, "James was and will never be a replacement for anyone. We're grateful to him for being who he is and his designs show how much he cares not only for the city but also for the environment." The designer who walked the ramp with his staff said, "I love Bombay and think it's the most beautiful city in the world." Ferreira also spoke about focusing on training technicians who work for fashion designers saying, "I spend more than half my day with the tailors who work with me and I know what they go through. It is important we do something to upgrade their skills because a designer is nothing without them."

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