

Gujarat - this moment's current flavour

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Recently when veteran fashion designer and stylist James Ferreira was in Ahmedabad, he spoke about why one can see a lot of Gujarati influence in terms of fashion in Bollywood, TV and even on ramps.

Be it Deepika Padukone's graceful and mysterious character *Leela* in *Goliyon Ki Raasleela Ram-Leela* or be it the bubbly *Dia* played by Kareena Kapoor Khan in the movie *Gori Tere Pyaar Mein*, a lot of Gujarati influences in terms of fashion and costumes can be seen lately, not only in movies, but also on TV and recently on ramps as well. Suddenly it seems that Gujarat is the flavour of the season.

Speaking about this sudden trend fashion designer and stylist James Ferreira says, "It's time for all of us to go regional when it comes to fashion. Also Gujarat has a rich heritage when it comes to prints, designs, fabrics and colours, that gives a very unique touch of Indianness to the wearer. Also the prints and the fabrics from this land can be nicely mixed-n-matched and can be smartly paired with casual and western outfits, giving a very uber-chic or bringing certain aspects of the bohemian look."