

anushé pirani
Spring Summer 2018



Tidal Cool

We are forever enchanted by the mystifying, deep sea miracle surrounding the inherently beautiful under sea life. This collection made of breezy prints and sun-kissed silhouettes takes inspiration from the ocean bed. Constructed without restraint using bagru print fabric with unique details this collection is characterized by asymmetric styling and non conformist elements.

Born from the depths of the ocean, mesmerized by the sea-story weaving an ethereal whimsy and magic this is Tidal Cool.

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- ◀ Rope strap cami
- ◀ Single pleat cropped pants





- ▲ Paisley patch short sleeves shirt
- ▲ Lounge pants







◀ Asymmetric hem shirt



Wide placket asymmetric shirt ►
Asymmetric waistband pants ►







Seamless pocket shirt ▶
Mid-rise belted pants ▶





◀ Asymmetric placket shirt dress





- ◀ Wrap around top
- ◀ Mid-rise printed shorts





Asymmetric placket shirt ▶
Straight leg shorts ▶





Circular pocket shift dress ►





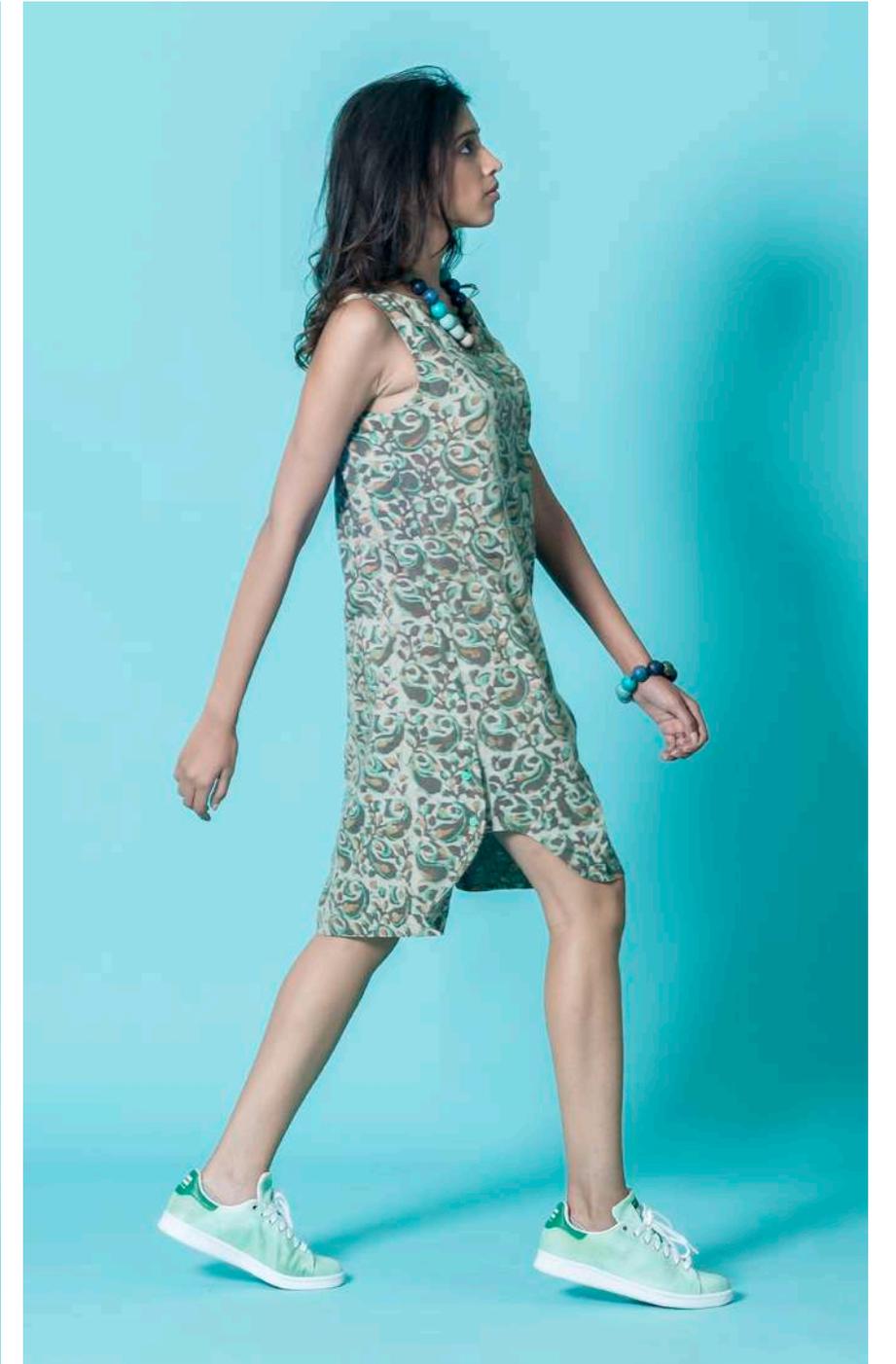


◀ Asymmetric lapel jacket with rope belt



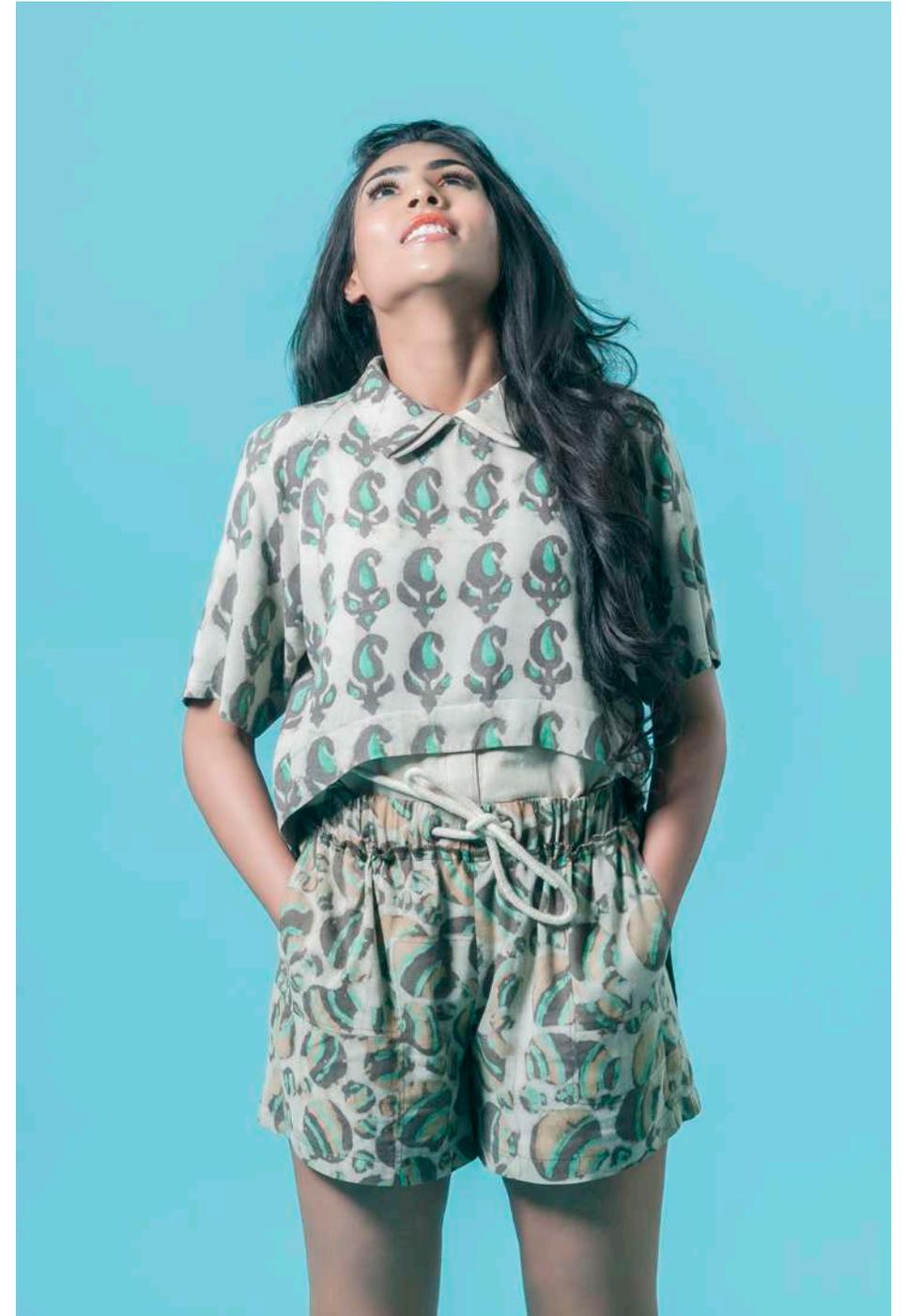


High-low sleeveless shift dress ►





- ◀ Raglan sleeve shirt
- ◀ Lounge Shorts







- ◀ Slim pocket shirt
- ◀ Pocket detail pants



Playsuit with scarf ►





- ◀ Paisley patch jacket
- ◀ Button play shorts







Button play jacket ►







◀ Asymmetric hem jacket



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Anushé Pirani - motivated by the challenge to question conformist idea of clothing that can often feel a little predictable, created her contemporary namesake label in 2016. Born and raised in Mumbai, Anushé graduated in Fashion Merchandising & Retail Management from B.D. Somani Institute of Art & Fashion Technology in 2012.

Nurturing and exploring the relationship between art, design and fashion with confident ease the label's versatile approach translates successfully to both men's and women's wear effortlessly combining function with flair. The brand explores artistic intricacy with an unorthodox approach to silhouettes delivering versatile wearable clothing and redefining beauty.

Produced in Mumbai, India the clothes are ethically created showcasing the finest craftsmanship and materials.

Models: Charita Kotian/ Trisha Jenna/ Shashank Gawde

Makeup artist: Nazish Valliani

Hairstylist: Rishika Gaikwad

Photographer: Sameer Tawde

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