

anushé pirani
Spring Summer 19



Period Play

Punctuation marks are essential as they regulate and clarify meaning. Who doesn't like to question formalists? Or love using exclamations to express admiration and excitement! Periods are so period, whereas an exclamation point livens up a sentence! Inspired by the significance and simplicity of punctuation marks, "Period Play" is an enthralling collection that takes the straitjacket off punctuation.

Playing around the forms of punctuations and adding a layer of connotation to the details; the reversed appliquéd technique and a mix of fabrics using jute khadi and handloom cotton – adds a dash of style! The plot thickens with a little off the body and square form silhouettes that will make you soar.

- Asymmetric hem top
- Centre seam pants







- Asymmetric pocket shirt
- One side pleated shorts





• Square fanny pack



- Asymmetric sleeve dress









- Bomber shirt
- Extended fly pants





- Stand collar shirt



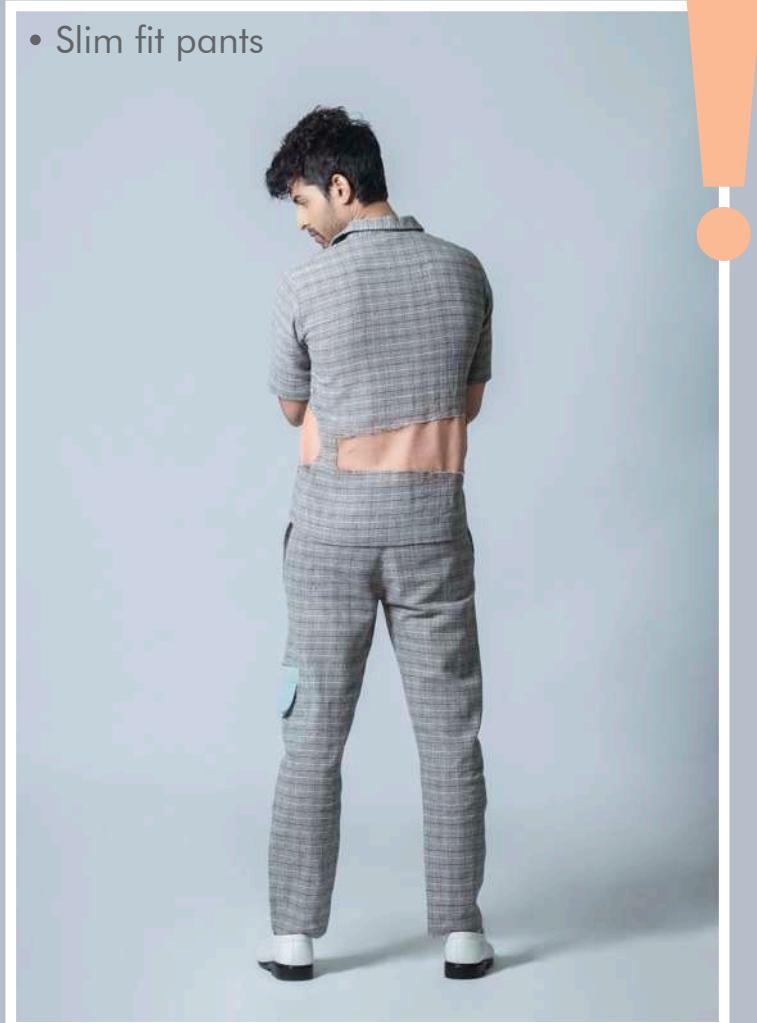
- Full stop fanny pack



- Polo t-shirt



- Slim fit pants



- Hyphen fanny pack



- Off centre collar crop shirt
- Paper bag trousers









- Cuban collar shacket
- Extended fly pants





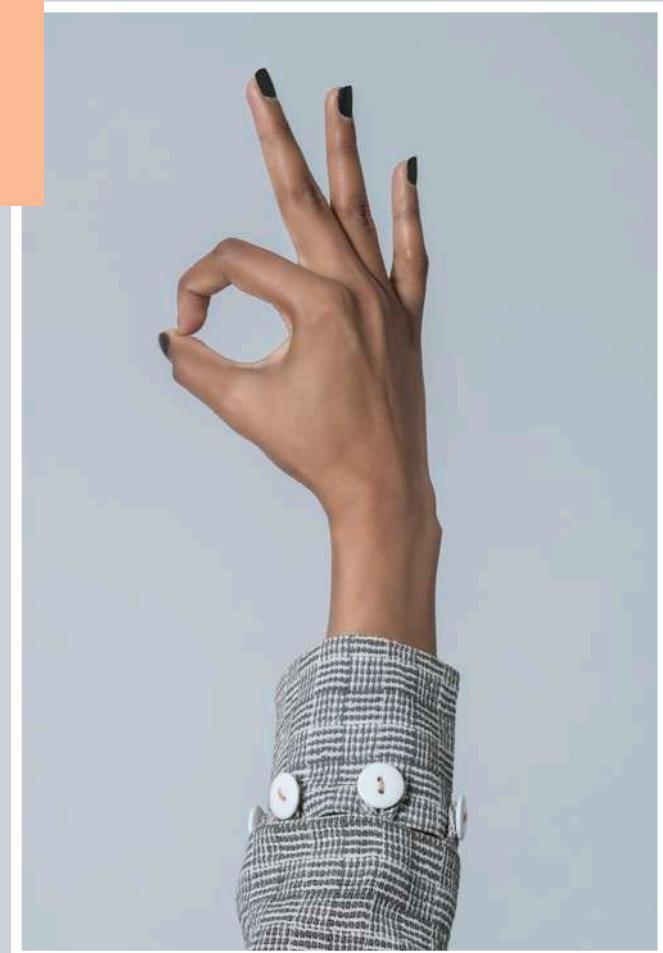
- Square fanny pack





• One shoulder dress







- Jacket with patch pocket
- Slim fit pants

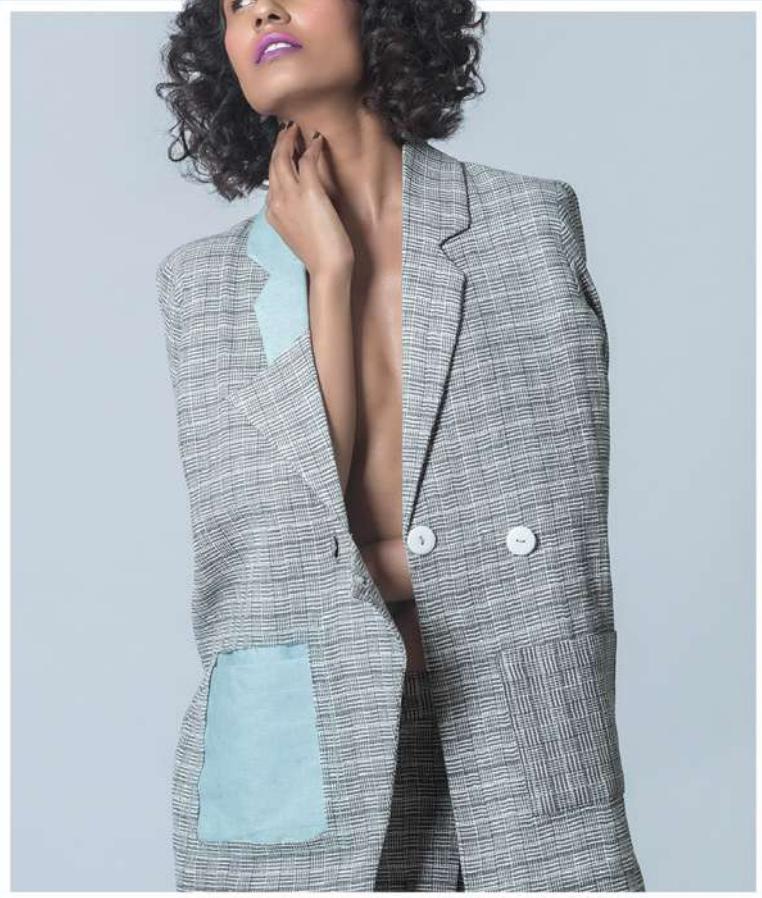


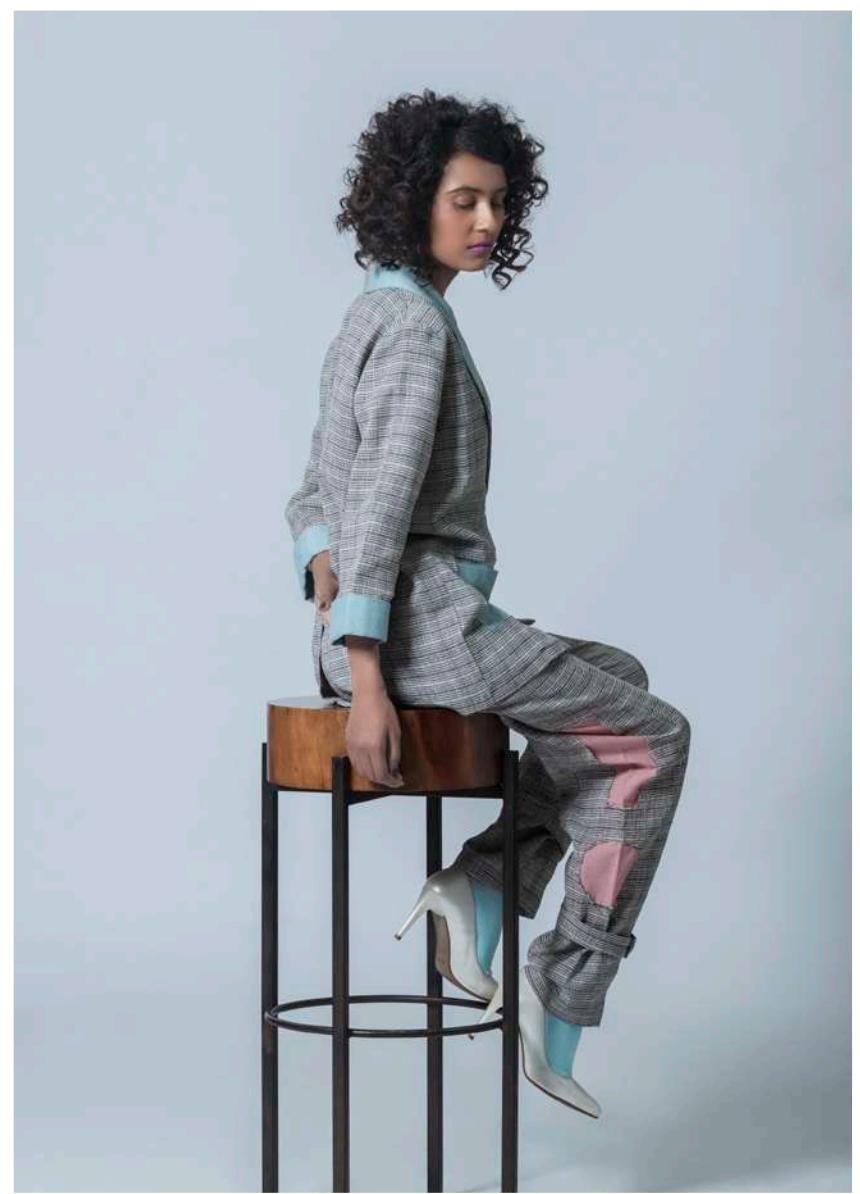




- Oversized jacket
- Centre seam pants







• Kimono Dress





- Asymmetric hem jacket
- Paperbag trousers





anushé pirani

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: Kavya Mohan/ Abhijeet Singh

Makeup artist: Nazish Valliani

Hairstylist: Rishika Gaikwad

Photographer: Sameer Tawde

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