

Fashion de-constructed

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In what could well be a first for Indian fashion, models will take to the ramp in a series of ensembles created out of construction material. The Della Fashion Show '06 to be held at the Hyatt Regency today, June 12, is the brainchild of Jimmy Mistry, principal architect and managing director, Della Tecnica, a design solutions company.

Says Mistry, “The idea came to me about three years ago but I decided to implement it to coincide with the company's 10th anniversary. Meanwhile, I did my research and homework and even shared my idea with friends and fashion designers.” According to him, implementing an idea is part of the dream, but realising dreams is about circumstances, timing and willpower.

The biggest challenge for Mistry was implementing his ideas to give structure to the final design. “It's not just about wrapping a woman in a wire bundle. Logistics have to be worked out while you are using construction material,” he reveals.

Models Nina Manuel, Aditi Govitrikar, Pia Trivedi, Shruti Agrawal and Viraf Patel will take to the ramp wearing ensembles made from input-output cables, hardware, sockets, switches and even paper veneer.

So kicked was photographer Atul Kasbekar by the idea that he agreed to shoot the event calendar depicting the designs. “The idea here is not to compete with the fashion industry. We are out to prove a point — I'll design anything, be it a bike or a yacht,” he says. Mistry's client list includes the Star group, the UB group, Kingfisher Airlines, Bajaj Auto, Sahara and KPMG to name just a few.

When he is not on a creative high designing his next project, Mistry relaxes by pursuing his need for speed. “I'm an avid biker and driver and I'm passionate about speed. Going on long distance rides or drives is a great way to spend time with oneself and that's important for me,” he says.

On the cards is a racing circuit on the outskirts of Pune complete with dirt tracks for novices and professionals who share his passion for living life in the fast lane.