

# Odisha designer Kumar Guru Mishra showcases brand in India Fashion Week

**PBD BUREAU**

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ODISHA designer Kumar Guru Mishra showcased his brand at the India Fashion Week Autumn-Winter 2019 in New Delhi's Jawaharlal Nehru Stadium by the Fashion Design Council of India (FDCI) amidst grandeur and pomp.

The event marked the presence of the elite society of Delhi in which Doctor-cum-Designer Kumar Guru Mishra stole the show with his collection "SHADES".

Mishra at present pursuing his MD at AIIMS-Bhubaneswar and has put in a lot of hard work and effort in putting together his collection which he is currently showcas-

ing at the India Fashion Week.

He is a self-taught designer whose vision is clear and he has an eye for detail. The clarity in Dr. Mishra's mind made him go a step further and showcase his collection at IFW by FDCI keeping in mind the tastes of people here.

"The myriad designs used in Mehendi patterns by ladies since time immemorial has been inspired from art in one way or other. And I being a designer have always been inspired by art. My collections have always drawn ideas from and have been a tribute to the artisans and this is no less. This collection "SHADES" has been an attempt to bring the mehendi artists into the fashion arena who for one reason or the other have always been con-



finied to Indian weddings. It has been crafted in silhouettes of evening wears glorified with patterns of mehendi to blend the Indian and western art-forms in the perfect manner," said the designer.

The whole concept of the collection – SHADES – has been brought to life by 10 artisans based in Bhubaneswar of Odisha over a period of 12 months.

Kumar is the first designer

from Odisha to be showcasing his collections at the platform of FDCI.

FDCI president Sunil Sethi appreciated Kumar's works on handlooms of Odisha showcased at a fashion week in London and shortlisted Dr. Kumar to showcase his collections at India Fashion Week.

"Despite being a doctor, he definitely has an eye for fashion and has beautifully worked on the weaves of Odisha. I loved the ikat work of his which has been created in a very contemporary manner and will love to see more of his creativity in our upcoming shows," Sethi said.

"I was awestruck by his recent collections. I have no words to express, rather I am speechless for the amount of

effort he is putting into his collections. This collection "SHADES" is mesmerizing and his attention to each and every detail is what I love about him. No wonder he will soon become one of the top-notch designers of India as well as the world. I love his passion for work," said Namita Nayak Chopra who visited the exhibit.

Founder, Odstin Creations, which is managing Mishra's shows, Pankaj Sahoo mentioned that, "I feel immensely proud that a designer from the land of Lord Jagannath is trying something unique in the field of designing and is being appreciated. I urge the people of Odisha to encourage such talents who are trying to revive the age-old traditional arts and

weaves and help them promote their vision nationally and globally."

Notably, Kumar is the first Odia designer to showcase his creations in many national and international platforms like Bangalore Fashion Week and IPL Fashion Show, London.

Many celebrities like Vidya Balan, Eshan Shanker and Archita Sahu have donned his designs and graced the ramp for him.

With a unique sense of fashion and style, he has been trying to promote the Odisha weaves, art-forms like Pattachitra, appliqué work etc.

He aspires to take forward the heritage of Odisha and revive the art-forms to etch his motherland's name in the international arena.