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It's just a little crush

RECENTLY I have decided to take a little dating break.

Going on dates with loser after loser does take its toll: however, that doesn't stop me from appreciating the male form. In the gym, in the supermarket, at work and on the train, there are many hotties around, especially in the warmer months where men flaunt the bodies they have been working on. So it's not hard to think, phwoar! It is the same for men – women with their legs bare and little dresses on. It is the perfect time for a summer romance.

When it comes to crushes, there are two types – someone you can pursue and do something about; and the other who you will only ever admire from afar. In some ways, the latter is better, because if there is no conversation, you will never know if the person is married, gay, in a relationship or repulsed by you. You can happily live with the illusion that they like you too and you will never know if they are stupid or not.

Let me tell you about some crushes I have had. When I was about 15, I used to fancy a really good-looking guy at school. There were about three Asian guys at my school and I was the only Asian girl, but I was not attractive and never got asked out by them. The guy never found out. Years later, I found out he was a bit of an idiot and had become a boxer so I'm glad that never went anywhere.

Then at university, I had a crush where everyone knew I liked him apart from him; it was like a *Kuch Kuch Hota Hai* situation. Nothing ever happened and if it had, I would probably have been a mother of five and not writing this column. He was pretty desi, but really funny.

The main crush I have now is a gym crush. Actually, there are quite a few hot guys there, but a guy who, when I go to the gym, is working those legs and triceps. When I watch him, I lose track of my workout and drift off into a dream of him and I working out together. Then I get back to reality and focus on my own exercises.

I have also had many a work crush. That guy who, when he walks through the office, all tall and handsome, makes your pulse race, but you know nothing can happen because he is married with kids.

Everything happens for a reason though and if you genuinely like someone and it isn't going to be awkward, go ahead, ask that hottie out. What do you have to lose?

Saira Shakira's pa

WHY THE CAMPAIGN FOR PAKISTANI DESIGNERS SAIRA FAISAL

by DIMPLE SANGHANI

DESIGN duo Saira Shakira have rapidly risen through the ranks to become leading names in Pakistani fashion.

The label, founded by Saira Faisal and Shakira Usman, has delivered eye-catching collections offering a variety of bridal, formal, luxury and prêt wear. The designers have won the admiration of celebrities, fashion writers, photographers, media and their contemporaries, as well as a dedicated client base, with their unique body of work.

Most recently, they have launched their latest luxury collection, *Crimson Luxe* by Saira Shakira.

The collection consists of 12 three-piece designs on luxury fabrics such as chiffon, silks, hand-woven nets and organza, with Saira Shakira's signature embroidery and intricate hand work embellishments. The colour palette includes a variety of pastel shades as well as darker hues like scarlet reds. The campaign for the collection titled *Call Her Diva*, features leading actress Sanam Saeed.

Eastern Eye caught up with Saira and Shakira to talk about their time in fashion, the latest collection, definition of a diva, style tips and more.

What has working together been like for you?

Saira: It's been wonderful, especially since we have known each other for so long, from before we started working together. We share the same design aesthetic and it's easy to understand what Shakira has in mind.

Shakira: It has been amazing working together – smooth sailing from the day we started. We practically finish each other's sentences now.

What is the process like?

Shakira: We brainstorm on new designs together, but always come to an agreement, leaving room to experiment when one of us can visualise something the other can't.

How has your working relationship evolved?

Saira: Nothing has changed for us over the years. It has always been good and easy to work together. We give each other space to design what we want and see how it turns out.

Tell us about your latest luxury collection, *Crimson Luxe* by Saira Shakira?

Saira: We wanted it to have a

modern appeal while maintaining an individual design aesthetic. A lot of fabrics were used, from organza to chiffon, silk and cotton net, alongside prints with which this collection came to life.

Why is the campaign for it named *Call Her Diva*?

Shakira: The concept behind this was a joint effort between team Crimson and us to portray a woman who is turning heads wherever she goes.

What is your definition of a diva?

Shakira: An empowered and successful woman who captures everyone's attention wherever she goes.

'We share the same aesthetic'

Saira: A beautiful and glamorous woman who lives a jet-set life, and is admired by everyone for everything she represents.

What was the biggest challenge of putting this collection together?

Saira: Working on the colour palettes with variations in what we visualised and what came out in our samples. We wanted to make sure it was a cohesive collection while keeping in mind the multi-purpose use of our outfits.

How would you describe the Saira Shakira woman?

Shakira: Someone who is not afraid to experiment and who is ready to break stereotypes.

You have received a lot of acclaim, but what has been the biggest highlight for you so far?

Shakira: Partnering with Swarovski while presenting our collections, locally and internationally.

Saira: Our recent nomination for the Woolmark Regional Finals in India was a milestone for our brand.

What does the future hold for the Saira Shakira fashion house?

Saira: We have a lot going on with our brand and our collaboration project with Crimson. We aim to expand into different markets and raise the bar for ourselves.

If you could dress any celebrity who would it be?

Saira: Victoria Beckham.

Shakira: Gigi Hadid.

What style tip can you give?

Saira: Keep it simple and remember, less is always more.

What are the biggest style mistakes women make?

Shakira: They don't dress for their body types.

What inspires you?

Shakira: Anything and everything. You don't have to be in a particular frame of mind. Even a bird perched on a branch can inspire me; when you have a particular motif in mind, the outfit puts itself together.

Saira: Anything can inspire me, be it a book, a colour or a painting. Inspiration lies everywhere, you just need to keep your mind open to it.

Finally, why do you love fashion?

Saira: Fashion is a form of expressing what I love. Seeing what I visualise come to life is a magical experience.

Shakira: I have always loved art and how closely it is associated with fashion. For me it's about the work, not the money. I see fashion as a way of channeling one's creativity through your work.

Log onto www.crimson.com.pk to find out more.



DESIGN ELEMENT: Saira Faisal (left) and Shakira Usman; and (right) Sanam Saeed wears outfits from their collection