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# Spring water gets a stylish avatar

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THE ASIAN AGE

You can't live without it, and now from a basic necessity, water is looking for a style driven presence in your life. This week water is all set to flow in the fashion world as fashion designer Wendell Rodricks is extending a red carpet welcome to the most precious resource on earth. Wendell's Himalayan Live Natural collection is re-inventing water as a ramp scorcher.

"I have been environmentally conscious as a designer and that has reflected in my collection



since 1993," says Wendell. "Water for me not only symbolises life but also home. Goa being my home, the ocean has played an important part in my earlier collections, this time I am drawing inspiration from another source of water — the majestic Himalayan range," he says referring to his Lakme Fashion Week Autumn 2011 line.

Wendell admits that his designing sensibilities have time and again discovered water in a new avatar, in the process giving vent to

his artistic pursuits. "Water, and particularly spring water, is known for its fluidity and purity, shine and sparkle. It has a distinct taste that is not found in the regular water available to us. The collection is born in the lap of nature, blossoms at its very root and mirrors its pristine qualities through the meticulous use of natural material, natural dyes."

Providing further insight into his range, he informs, "The silhouettes come with pleats and sparkles, all hinting at the water connection. The Live Natural line is as organic as it gets."

So get ready to take a dip into Wendell's aqua magic!

(L and R) Models showcasing Wendell's Live Natural collection

