

POP DAPP

VOL VI ISSUE II (Jan-Feb 2025)
Rs. 150

TAKING UP SPACE
WITH AN APLOMB
Judith Bradl

Red Carpets, Raw Creativity
Kirsty STEWART

CHEMISTRY OF PURITY
Juicy Chemistry

A Journey Carved In Grit!
ROZLYN KHAN

WEAR YOUR HISTORY.
WEAR YOUR PROTEST.
WEAR YOUR FREEDOM.
Kaustav Dey

NOT JUST A TREND  SHE'S A MOVEMENT!
Dolly Javed

Fierce Ascendancy:
Power Redefined
FIERCE LONDON

RENAISSANCE OF
CULTURAL ALCHEMY
Victoria Krundysheva

Khushboo Datani

Legacy of a Warrior-Turned-Healer



ART DIRECTION & PHOTOGRAPHY VICTORIA KRUNDYSHEVA | CREATIVE DIRECTION (STYLING) ANDY BARVE | MUSE
VAISHNAVI LANDGE | STYLISTS BANMEET KAUR, ASTHA JAIN, & TANYA PAREKH | TALENT AGENCY INEQA



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RNI No. UPENG201978567

POPP DAPP

VOL VI ISSUE II (Feb 2025)

English Quarterly

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POPP DAPP IS PUBLISHED FROM

559 kha/ 864, New Shri Nagar Singar Nagar
Alambagh Lucknow Uttar Pradesh – 226005

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VOL VI ISSUE II (Feb 2025)

Owner, printer & publisher Anuja Mathur.
Printed at Aastha Printers, 5/600 Vikas khand,
Gomti Nagar, Lucknow, Uttar Pradesh 226010 &
published from 559 kha/ 864, New Shri Nagar
Singar Nagar Alambagh Lucknow Uttar Pradesh –
226005.
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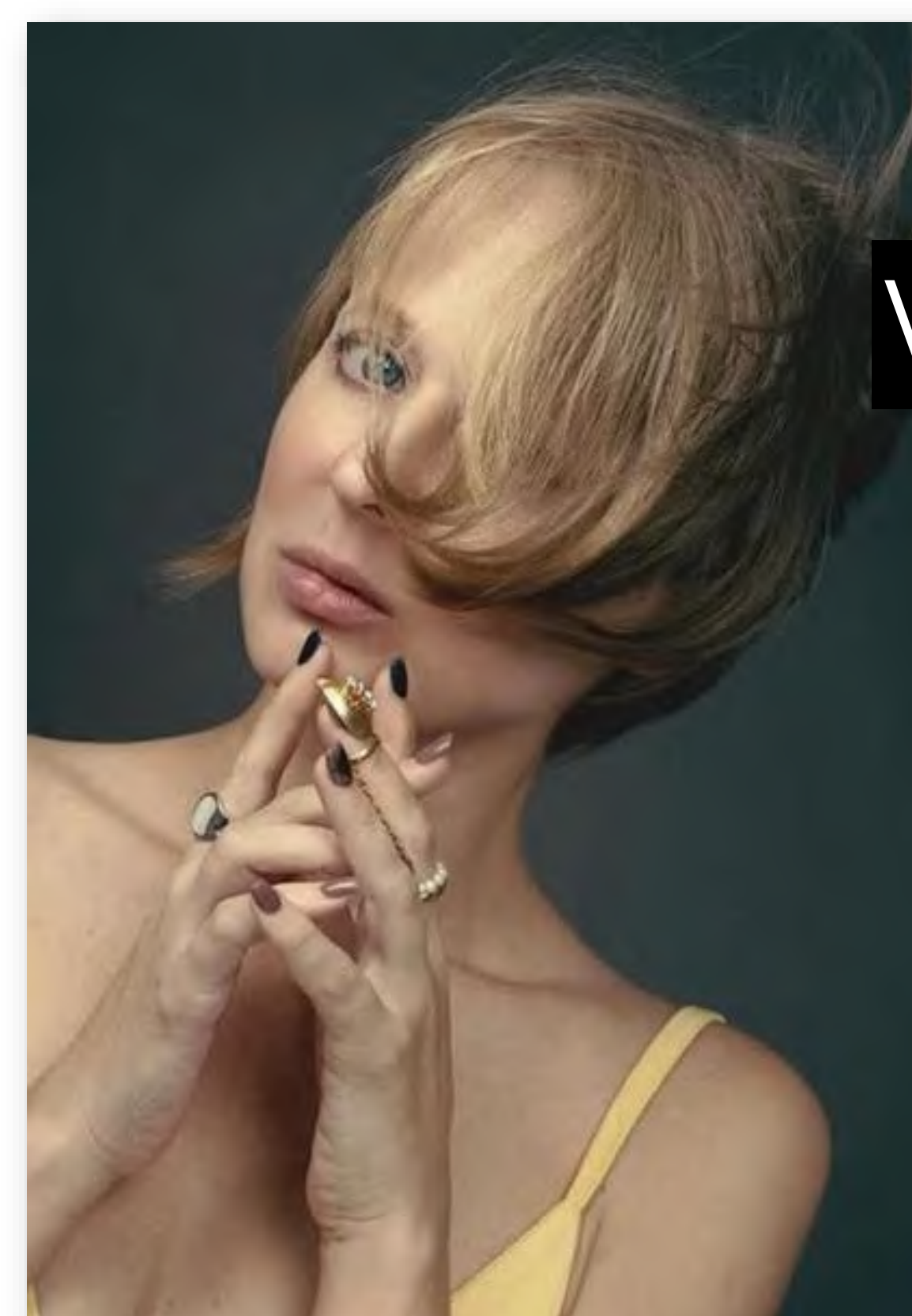
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The Rebels, The Visionaries, The Game-Changers!

Fashion, beauty, and creativity have long been playgrounds for rebellion—where rules are broken, norms are rewritten, and artistry is unapologetically unleashed. In this issue of Popp Dapp, we celebrate the disruptors, the dreamers, and the risk-takers who have redefined their industries with fearless originality.

Judith Bradl doesn't just create visuals; she curates cultural moments. Her collaborations with Gucci, Hermès, and the Kunsthistorisches Museum prove that fashion is more than fabric—it's history, poetry, and a conversation between centuries. Meanwhile, in the beauty world, where 'organic' is often as real as a unicorn's skincare routine, Pritesh and Megha Asher of Juicy Chemistry have done the impossible. They turned a modest Rs. 5,000 investment into India's first ECOCERT-certified organic skincare

brand—not with marketing gimmicks, but with pure, potent, and truly organic formulations. And speaking of game-changers, Kaustav Dey doesn't just design fashion; he writes symphonies in textiles. A disruptor in the truest sense, his work challenges conventions and reminds us that fashion is memory, rebellion, and a revolution in every stitch.

In an era where 'authenticity' is filtered beyond recognition, Dolly Javed has mastered the art of being unapologetically herself. Whether gracing Lucknow's cultural corridors or commanding the Mumbai fashion scene, she proves that real influence comes from real individuality.

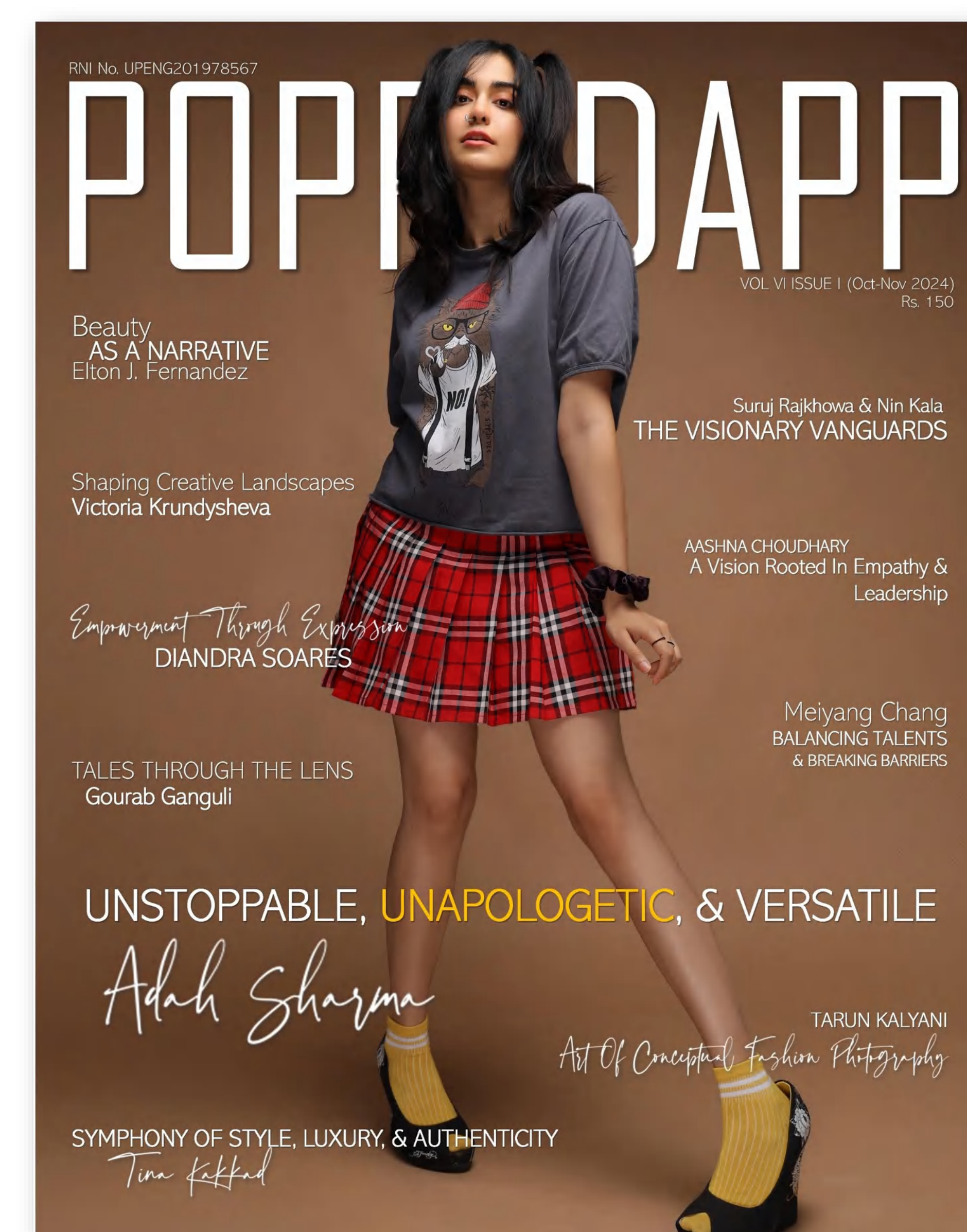
Of course, what's fashion without red-carpet magic? Kirsty Stewart makes high fashion look effortless, dressing music icons and A-listers with a signature blend of timeless elegance and contemporary cool.

And for those navigating the wild terrain of digital marketing, Pragya Chopra's OnOffOnline CMOaaS™ is revolutionizing the industry, proving that marketing leadership isn't just for corporate giants.

Finally, our cover star, Khushboo Patani, embodies resilience, grace, and the art of divine timing. Her journey reminds us that success isn't just about ambition—it's about alignment.

So, here's to the rebels, the visionaries, and the risk-takers—may they continue to redefine the future, one bold step at a time! ■

Anuja Mathur
Editor-In-Chief, POPP DAPP
www.poppdapp.com



We're at a point where Indian streetwear and classic menswear can stand on a global stage!

STYLE, SNEAKERS, & SUCCESS

Anuj Dutta stands timeless—blending bold creativity, sneaker passion, and authentic storytelling to redefine fashion. From global collaborations to championing homegrown labels, he's crafting a legacy that speaks style, substance, and undeniable individuality.

In the dynamic realm of fashion, where trends ebb and flow with the seasons, certain individuals emerge as beacons of style and innovation. One such luminary is Anuj Dutta, a 22-year-old fashion influencer from Vadodara, India, who has been captivating audiences since 2018. With a keen eye for aesthetics and a passion for authentic expression, Dutta has carved a niche for himself in the fashion world.

The Genesis of a Fashion Aficionado

Dutta's foray into content creation began with a pragmatic motive: financial gain. However, as he delved deeper into the world of fashion, it transformed into a genuine passion. He relished

experimenting with diverse aesthetics and exploring various fashion genres. Over time, his focus shifted from mere content creation to a form of creative expression aimed at inspiring others.

Collaborations with Iconic Brands

Throughout his journey, Dutta has collaborated with esteemed brands such as Rado, Diesel, Mercedes, Crocs, Clarks, and Adidas. When selecting partnerships, he prioritizes organic integration of a brand's message. He values collaborations where there's mutual respect and creative freedom, allowing the content to feel natural and engaging.

Championing Homegrown Labels

Beyond international brands, Dutta is a staunch supporter of local fashion. He emphasizes the richness of Indian craftsmanship and culture, believing that Indian streetwear and classic menswear have the potential to shine on the global stage. By promoting homegrown brands, he aims to showcase India's fashion prowess to the world.

A Sneaker Enthusiast's Journey

Dutta's passion for sneakers was ignited through YouTube, where he watched reviews and unboxing videos. Initially drawn by the hype, he soon developed an appreciation for the design, history, and thought processes behind each sneaker. Among his cherished pairs are the Jordan 1 Bordeaux, his first-ever Jordan, and the Jordan 1 Chicago "Lost & Found," which closely resembles his grail, the OG 1985 Chicago Jordan 1.

The Allure of Timepieces

For Dutta, watches are more than mere accessories; they are embodiments of craftsmanship and storytelling. He values timepieces for their intricate movements and the emotions they evoke upon first wear. Watches that carry stories and memories, especially those passed down through generations, hold a special place in his collection. Regardless of the occasion, a watch remains an essential part of his ensemble.

Sports-Inspired Fashion

As a fan of football and motorsports, Dutta draws inspiration from team colors when experimenting with different color combinations. He observes that teams often pair shades in innovative ways, which influences his approach to mixing and matching outfits.

Evolution of Content and Pivotal Moments

Dutta's content has evolved significantly over the years. A defining moment in his journey occurred in 2021 when he contemplated quitting content creation to focus on his studies. However, a reel of him dancing to "Stay" by The Kid Laroï while styling a white shirt in five ways went viral, catapulting his follower count from 10.5K to 50.8K in just 15 days. This experience reinforced the unpredictable nature of content creation and motivated him to persevere.



Authentic Engagement with the Audience

Maintaining genuine engagement with his audience is paramount for Dutta. He actively responds to comments and direct messages, seeking feedback on content preferences. The most impactful feedback comes from individuals who share that his content has inspired them to explore fashion differently or try something new.

Navigating Challenges in Fashion Influencing

One of the primary challenges Dutta faces is finding fresh ways to make his content more engaging and fun. He acknowledges that there's no singular solution to this; it's an integral part of the creative journey that keeps content creation exciting.

Defining Personal Style

Dutta describes his personal style as

centered around relaxed fits, textures, silhouettes, and subtle boldness. He believes that an outfit should never scream for attention but should speak for itself. Over the years, he has experimented with various trends, incorporating elements from each to craft a unique aesthetic.

The Future of Fashion Influencing

Looking ahead, Dutta observes that many fashion creators struggle to build sustainable, relatable connections with their audience. He aims to address this by being vocal about his genuine likes and dislikes, believing that authenticity will give him an edge in the industry.

Advice for Aspiring Fashion Influencers

For those looking to enter the fashion influencing space, Dutta advises finding a unique voice and aesthetic to stand out in a saturated market. He emphasizes the importance of consistency, quality visuals, and active audience engagement. While following trends is beneficial, staying authentic is crucial, as people follow influencers for their individuality.

Balancing Trends with Authenticity

Dutta maintains authenticity by providing honest opinions on trends—highlighting what he likes, dislikes, and the reasons behind his views. He adapts trends to his style rather than following them blindly, understanding that while trends are transient, authenticity endures.

Recognition and Future Aspirations

Being nominated for the Exhibit Emerging Fashion Influencer of the Year 2024 was a significant confidence boost for Dutta. Although he didn't win, the recognition motivated him to strive for greater achievements in the future. He is excited about the evolution of menswear and hints at the possibility of launching something new, perhaps even a brand.

Anuj Dutta's journey underscores the importance of passion, authenticity, and resilience in the ever-evolving world of fashion influencing. His story serves as an inspiration for aspiring influencers aiming to make their mark in the industry. ■



NOT JUST A TREND SHE'S A MOVEMENT!

In a digital world overflowing with trends, filters, and algorithms, authenticity is a rare currency. But for **Dolly Javed**, authenticity isn't just a buzzword—it's her brand. With a distinctive blend of femininity and fearless experimentation, Dolly has carved out a niche in the fashion and social media landscape. From the cultural corridors of Lucknow to the dazzling lights of Mumbai, her journey is one of resilience, individuality, and unfiltered self-expression.



Rooted in Heritage, Styled for the Future

Dolly Javed's relationship with fashion is deeply intertwined with her roots. Hailing from Lucknow, a city synonymous with intricate chikankari embroidery, royal aesthetics, and timeless elegance, her sartorial choices reflect a love for tradition blended with a modern edge. "I adore shararas and gararas," she shares, referencing the regal silhouettes that have defined Awadhi fashion for centuries. But beyond the heritage pieces, it's her mother and sisters who have shaped her fashion sense. "Their influence is in everything I wear, whether it's traditional outfits or Western looks." This ability to embrace cultural richness while fearlessly exploring new styles is what sets Dolly apart. She doesn't merely follow trends—she reinvents them.

Confidence: The Ultimate Statement Piece

Dolly's journey is one of self-discovery, shaped by the challenges and triumphs of her family's story. Raised by a single mother alongside three sisters and a brother, she developed an unshakable confidence early on. "Our hardships made me strong," she says with conviction. "No matter what challenges come my way, I face them with grace and never give up—because I know that after every storm, there's always a rainbow." This resilience translates into her fashion philosophy. Where others might second-guess their choices due to social pressure, Dolly moves unapologetically in her own direction. "I don't listen to everyone. Even if people online criticize my outfits, if I feel good and confident, I'll wear it." And she has—despite the scrutiny that often comes with standing out. Whether it's a daring cutout dress or an ultra-feminine ruffled number, her fashion statements are not just about aesthetics but about owning her choices without fear.

The Art of Effortless Style

Dolly's approach to fashion is refreshingly organic. She doesn't meticulously plan her outfits based on trends; instead, she trusts her instincts. "I go with the flow," she reveals. "Sometimes, I even call my boyfriend and ask for his help with styling. He really helps me with my fashion choices." Her style—feminine yet edgy—is an interplay of personal influences, from her sisters' wardrobes to the input of her closest confidants. But at the core of it all is one simple rule: wear what makes you feel good. For young women looking to embrace confidence through fashion, her advice is clear: "Don't think about what others will say. Everyone has creative ideas in their head, but many don't act on them because they worry about opinions. Every girl should mute those voices and just follow her heart."

From Reality TV to Real-Life Icon

Dolly's presence extends beyond Instagram fashion reels. Her appearance on Follow Kar Lo Yaar resonated with audiences, not because she played a role, but because she didn't. "My character? That was just me! Nothing was scripted. Nobody was acting—we were all just being ourselves." The unscripted nature of reality television aligns with Dolly's philosophy on authenticity. Whether she's in front of the camera or behind her phone, she remains unapologetically real.

Sisterhood, Success, and Social Media

The Javed sisters—each making waves in their respective fields—share a relationship that's equal parts love and madness. "We respect each other's space, but we also get involved in each other's business. It's a bit conflicting and crazy, but that's just how siblings are. You fight, but you love each other." This tight-knit dynamic extends beyond family matters. When Dolly faced online hate after Follow Kar, her sisters had one piece of advice: "Don't give a damn about it. Just be yourself." With over 100,000 followers on Instagram, Dolly is not just a style inspiration but a source of guidance for many young women. Unlike influencers who maintain an air of exclusivity, she actively engages with her audience. "Apart from the creeps in my Instagram audience, I absolutely love it when girls approach me! They ask me about my makeup, my outfits, my

photography tips. I check my DMs all the time and reply instantly." Her authenticity fosters a sense of sisterhood in the digital space, making her more than just an influencer—she's an approachable style confidante.



The Business of Influence: Money & Respect

In an era where social media collaborations are the backbone of digital careers, Dolly is refreshingly honest about brand partnerships. "To be honest, the only thing that really matters when collaborating with brands is money," she laughs. "I'm just being real—who cares about which brand you're promoting? At the end of the day, everyone is focused on making money." But beyond financial considerations, respect is non-negotiable. "Sometimes, brands don't respect micro-influencers, and I make sure I'm treated with respect. It works both ways—sometimes even content creators don't respect agencies or the middlemen handling collaborations." This straightforward approach is rare in an industry often clouded by vague marketing jargon. For Dolly, it's simple: value your work and demand respect.

Balancing the Digital Spotlight

While social media offers opportunities, it also comes with its share of emotional tolls. Sharing one's life with millions, receiving love and hate in equal measure—it's a lot to handle. Dolly's strategy? Radical authenticity. "I don't try to be someone I'm not. Whether it's the way I speak, my fashion choices, or my presence on Instagram, everything is real. I don't plan a persona where I think, 'I have to act this way' or 'I can't wear this.' I just stay real, record my videos naturally, and post them." In an age of filters and curated perfection, Dolly's unfiltered approach is her superpower.

What's Next for Dolly Javed?

As someone constantly evolving, Dolly is open to new experiences but isn't in a rush to force anything. "As of now, there's nothing in the works, but if there is, Popp Dapp will be the first to know!" Her journey—from a small-town girl with big dreams to a rising star in India's digital fashion scene—is a testament to self-belief. Whether she's redefining femininity in fashion, shutting down trolls with her unapologetic confidence, or building a community of like-minded women online, one thing is certain: Dolly Javed is not just a trend. She's a movement. ■



CINEMATIC EVOLUTION OF FASHION

A fusion of untamed wilderness, cinematic artistry, and contemporary luxury, **Tanya Arora's** latest collection is more than just clothing—it's an immersive experience.



“We embrace digital visibility, but our focus is craftsmanship over clicks”
- TANYA ARORA, founder EchoStudio

In a world where fashion is often dictated by fleeting trends and fast-paced virality, Savanna Springs by EchoStudio stands as a masterclass in storytelling through design. A fusion of untamed wilderness, cinematic artistry, and contemporary luxury, Tanya Arora’s latest collection is more than just clothing—it’s an immersive experience. With nature as its muse, this collection seamlessly blends the organic, the abstract, and the functional, embodying the essence of real clothes for real life.

A Blur of Nature: Fashion as a Moving Canvas

The African savannah—a landscape of boundless plains, untamed wildlife, and ever-shifting hues—becomes the protagonist in Arora’s vision. “Nature doesn’t draw borders; it merges in motion,” she explains. Inspired by the fluidity of landscapes, the collection embraces blurry prints, textured layers, and a color palette that mimics the organic chaos of the wild. Every garment tells a story: deep olive greens that mirror lush foliage, sun-bleached neutrals reminiscent of golden dunes, and electric blues capturing the fleeting twilight. The silhouettes, dramatic yet fluid, reflect the unpredictability of nature itself—each piece moves uniquely with its wearer, making fashion feel alive.

The Haute Couture of Everyday Life

High fashion often exists in the realm of the untouchable—a spectacle of artistry meant to be admired, not worn. EchoStudio seeks to dismantle this exclusivity, creating couture that fits seamlessly into modern life. “In today’s fast-moving world, art should come to us, not the other way around,” Arora asserts. This philosophy manifests in garments that prioritize adaptability. Soft cottons and luxurious silks ensure effortless drape, while smart tailoring accommodates diverse body types. The collection exudes power and confidence without demanding discomfort, proving that sophistication and ease can coexist.

Cartoonishly Bold: The Future of Proportion Play

Fashion’s latest rebellion? A playful rejection of rigid, body-hugging silhouettes in favor of exaggerated, sculptural proportions. Tanya Arora sees this as a movement rather than a passing trend. “We’re embracing fluidity—clothing that doesn’t just fit you but transforms with you,” she notes. Balloon sleeves, oversized peplums, and structured drapes create a wearable drama that is both theatrical and practical. The exaggerated elements don’t overwhelm but rather frame the body in ways that celebrate individuality. In an era where self-expression is paramount, these statement shapes feel both timely and timeless.

Sustainability as the New Luxury

True luxury is no longer defined by excess—it’s about longevity, craftsmanship, and conscious consumption. EchoStudio embodies this shift by championing sustainable fashion practices. “Slow fashion doesn’t mean boring fashion,” Arora insists. The collection emphasizes ethical production, utilizing responsibly sourced natural fabrics like silk and cotton. Each piece is designed for durability, encouraging re-wearability over disposability. As luxury consumers become more environmentally aware, brands like EchoStudio are proving that opulence and eco-consciousness can go hand in hand.

TikTok’s Influence vs. Timeless Design

Social media has revolutionized fashion, turning micro-trends into overnight sensations. Yet, while brands chase virality, Arora remains steadfast in her commitment to creating pieces with lasting impact. “We embrace digital visibility, but our focus is craftsmanship over clicks,” she says. EchoStudio strategically blends classic elements with trend-forward details, ensuring its designs feel fresh without being fleeting. The collection might garner attention on TikTok, but its appeal is built to last beyond a single season.

Gender Fluidity in Fashion: Beyond the Binary

As gender-neutral fashion gains momentum, Savanna Springs embraces the ethos of fluidity. Structured blazers coexist with flowing kaftans, while androgynous silhouettes challenge traditional binaries. “Fashion should be as fluid as identity,” Arora states. This philosophy allows individuals to define their own relationship with clothing—mixing, matching, and reinterpreting pieces in ways that feel authentic. As the industry moves towards a more inclusive future, EchoStudio’s designs exemplify how fashion can empower rather than confine.

The Rise of Laid-Back Opulence

Post-pandemic fashion is redefining luxury—moving away from rigid formality and embracing a relaxed, yet elevated aesthetic. Arora sees this shift as permanent: “Ease and elegance are no longer at odds.” The collection’s draped silhouettes, soft fabrics, and effortless layering reflect this transformation. Luxe loungewear, once a necessity, has evolved into a fashion statement, proving that sophistication can be comfortable.

Nostalgia Reinvented: A Modern Take on Y2K & ‘90s Aesthetics

Fashion’s love affair with the past continues, but in Savanna Springs, nostalgia is reimagined rather than repeated. Instead of a direct throwback, Arora infuses vintage elements with a contemporary lens. “It’s about evolution, not replication,” she emphasizes. Think ‘90s slip dresses, but with sculptural ruching. Y2K-inspired prints, yet softened by natural tones. The result? A collection that feels familiar yet refreshingly new—perfectly aligned with today’s craving for both comfort and individuality.

Brick-and-Mortar’s Unexpected Revival

Despite the digital revolution, physical retail is experiencing a renaissance. EchoStudio’s approach ensures that in-store shopping remains an experience rather than an obligation. “What you see is what you get,” says Arora. By maintaining consistency between online imagery and in-person textures, EchoStudio builds trust with its clientele. The brand’s curated partnerships with select boutiques also allow customers to experience the craftsmanship firsthand—a crucial factor in the luxury space.

Fashion Meets Wellness: Clothes That Feel as Good as They Look

The intersection of fashion and wellness is an emerging frontier, and EchoStudio is ahead of the curve. “People want garments that enhance their well-being, not just their aesthetic,” Arora notes. From breathable fabrics to ergonomic tailoring, every detail in Savanna Springs is designed with comfort in mind. This fusion of fashion and functionality signals a broader shift—where luxury is defined not only by appearance but by the way it makes the wearer feel.

The Future of Fashion, One Masterpiece at a Time

With Savanna Springs, Tanya Arora crafts a vision of fashion that is both grand and grounded. It is a collection that celebrates nature, challenges conventions, and embraces the evolving needs of modern consumers. As the industry continues to navigate between art and accessibility, EchoStudio serves as a beacon for the future—where craftsmanship reigns, sustainability thrives, and fashion becomes a story worth telling. So, whether you’re drawn to the effortless drapes, the bold prints, or the empowering silhouettes, one thing is certain—Savanna Springs isn’t just a collection. It’s an experience. A journey. A cinematic masterpiece in motion. ■





A LEGACY BEYOND TITLES

From captivating audiences in Punjabi cinema to spearheading sustainable energy solutions through her venture, GYSK Energy Solutions, **Gugni Gill Panaich** has carved a path that transcends traditional career boundaries.

When versatility defines success, few personalities embody this ethos as seamlessly as Gugni Gill Panaich. Known for her magnetic presence on screen and her transformative role as an entrepreneur, Gugni's story is one of resilience, reinvention, and relentless passion. From captivating audiences in Punjabi cinema to spearheading sustainable energy solutions through her venture, GYSK Energy Solutions, she has carved a path that transcends traditional career boundaries. In an exclusive conversation with Popp Dapp, Gugni opens up about her journey, the challenges she's faced, and the values that anchor her dynamic life.

The Art of Duality: Actress and Entrepreneur

Switching between the glamorous world of acting and the strategic sphere of entrepreneurship is no small feat. Yet, Gugni navigates both with a grace that's as inspiring as it is rare. "Balancing two demanding roles requires planning, discipline, and flexibility," she shares. "My passion for both fields keeps me motivated. Acting connects me emotionally with people, while entrepreneurship allows me to create positive change." This balance isn't just about time management—it's about mindset. For Gugni, the emotional depth she brings to her characters complements the strategic thinking needed in business. The common thread? A desire to inspire and make a meaningful impact, whether through the stories she tells on screen or the sustainable solutions her company champions.

The Birth of GYSK Energy Solutions: A Philanthropic Spark

While many actors venture into business as a side hustle, Gugni's entrepreneurial journey was fueled by a profound sense of purpose. GYSK Energy Solutions didn't start as a commercial venture but as a philanthropic initiative aimed at addressing one of the most pressing issues of our time: climate change. "The inspiration came from my commitment to making the world a better place for future generations," she explains. "Renewable energy plays a critical role in reducing our dependence on fossil fuels and combating climate change." Her transition from philanthropy to entrepreneurship wasn't about chasing profits—it was about scaling impact.



Breaking Barriers: Navigating the Entertainment Industry Without a Godfather

In industries often dominated by nepotism and favoritism, Gugni’s success story stands out. Without any familial ties to the entertainment world, she carved her niche through sheer grit and talent. “Breaking into acting and entrepreneurship without a family background was challenging,” she admits. “But it also fueled my determination. I learned everything from scratch—through mentorship, research, and hands-on experience.” Her journey is a testament to the power of resilience. Every rejection was a lesson, every setback a stepping stone. It’s this unwavering spirit that resonates with her fans and aspiring artists alike.

The Role of Spirituality: Finding Strength Within

Behind Gugni’s professional triumphs lies a personal foundation built on spirituality. Amidst the chaos of film sets and boardrooms, she finds solace in practices that ground her. “Spirituality has been a guiding force in my life,” she reveals. “Meditation, gratitude, and mindfulness help me stay grounded. Trusting the journey, no matter how difficult, and letting go of the need for control have been key to my resilience.” In a world obsessed with external validation, Gugni’s inner peace is her superpower—a quiet strength that shines through in both her art and activism.

Empowering Women: A Symbol of Modern Strength

As a trailblazer for women in Punjab and beyond, Gugni embraces her role as a mentor and role model. Her message to young women is clear: believe in your own strength. “Success doesn’t come overnight. It requires hard work, persistence, and a strong

sense of self,” she says. “I share my experiences—the triumphs and struggles—to show them they’re not alone.” By challenging societal norms and defying stereotypes, Gugni is not just opening doors for herself but holding them open for others to walk through.

The Global Connect: Staying Authentic Amidst Diversity

With a fanbase that spans continents—from Punjab to Canada—Gugni’s appeal lies in her authenticity. Despite her global reach, she remains deeply connected to her roots. “I engage with fans through social media, interviews, and live interactions. The values and culture I represent remain the same, no matter where my audience is,” she shares. This authenticity isn’t just a brand strategy—it’s who she is. By honoring her Punjabi heritage, Gugni tells stories that resonate across borders, bridging cultural divides with universal themes of love, resilience, and hope.

Lessons from the Boardroom: Business Insights for the Big Screen

Interestingly, Gugni’s entrepreneurial experiences have enriched her acting career. The lessons of persistence, adaptability, and collaboration learned in business seamlessly translate to her artistic pursuits. “In both acting and business, you face a lot of rejection. It’s vital to stay focused on your goals and adapt to changing circumstances,” she notes. “Collaboration is at the heart of both fields—whether it’s with a director on set or a business partner.” This cross-pollination of skills not only enhances her performances but also shapes her strategic approach to career growth.

Shattering Stereotypes: Redefining Success for Women

In industries rife with gender biases, Gugni’s journey is a masterclass in breaking barriers. She’s navigated stereotypes not with defiance but with quiet confidence, proving that authenticity and excellence transcend societal expectations. “Breaking stereotypes often means going against the grain,” she reflects. “By staying true to who I am and delivering high-quality work, I’ve shown that women can excel in both acting and entrepreneurship.” Her success is a powerful reminder that potential isn’t defined by gender, background, or societal norms—it’s defined by passion, perseverance, and purpose.

Defining Moments: The Leap from Actor to Entrepreneur

For Gugni, one defining milestone was transitioning from acting to entrepreneurship—a leap that solidified her belief in the power of reinvention. “Starting GYSK Energy Solutions was a huge leap. It showed me that I could balance creative and business endeavors without compromising my values,” she says. This pivotal moment wasn’t just a career shift; it was a personal evolution, reflecting her commitment to growth, impact, and authenticity.

A Heartfelt Connection: The Power of Fan Love

While awards and accolades adorn her journey, it’s the heartfelt connections with fans that Gugni treasures the most. One such moment stands out vividly: “A fan from a small village in Punjab reached out, saying my journey inspired them to pursue their entrepreneurial dreams,” she recalls. “Knowing that I helped someone believe in themselves was incredibly humbling.” This genuine connection with her audience fuels her passion, reminding her that beyond the spotlight, her true legacy lies in the lives she touches.

What’s Next? A Future Rooted in Passion and Purpose

Looking ahead, Gugni is excited about new ventures in both film and renewable energy. From a passion project in the entertainment industry to groundbreaking innovations in sustainable energy, her journey is far from over. “I’m committed to using my platform to inspire change,” she affirms. “Whether through storytelling or sustainability, I want to make a difference.” As she continues to break new ground, one thing remains constant: her unwavering dedication to authenticity, impact, and growth.

A Legacy Beyond Titles

Gugni Gill Panaich is more than an actress, entrepreneur, or icon—she’s a force of nature, seamlessly blending artistry with activism. Her story isn’t just about personal success; it’s about creating ripples of change, one role, one project, and one life at a time. In a world that often demands we choose one path, Gugni’s journey is a testament to the magic that happens when you dare to walk many. ■

A SARTORIAL ODE TO THE SEA

Archana Jaju's latest collection, Ocean, transcends the boundaries of fashion, emerging as an artistic manifesto, an ecological plea, and a poetic meditation on marine life.

Fashion is often an art of surface beauty, but in the hands of Archana Jaju, it becomes something far more profound—a vessel for storytelling, a whispered dialogue with nature, and a reverent ode to the world beneath the waves. Her latest collection, Ocean, transcends the boundaries of fashion, emerging as an artistic manifesto, an ecological plea, and a poetic meditation on marine life. This is not just a collection; it is a fluid narrative woven into fabric, where every thread, every silhouette, and every dye speaks of the ocean's mesmerizing beauty and its fragile future.

Plunging into Inspiration: The Ocean as Muse

For Jaju, inspiration is immersive—literally. Diving beneath the sea, she found herself entranced by an entirely new world, one where colors pulse with life, where movement is a language, where silence speaks volumes. "The colors of the sea, oceanic depths, underwater forests, and coral hues transcended into our artistic vision for this collection," she says. Here, color is not just an aesthetic choice; it is a philosophy. Each shade is meticulously crafted using traditional, natural dyes—saffron yellows of sun-dappled water, deep indigos of endless abyss, coral reds of marine vibrance—infusing every garment with an organic resonance. It is a chromatic plea for ecological awareness, a reminder that beauty and responsibility are inextricably linked.



Silhouettes that Breathe, Flow, and Transform

In Ocean, form follows function, but it also follows nature. The collection's architectural language borrows from the dualities of the sea—its tranquility and its power, its fluidity and its structure. Coord sets mimic the effortless flow of water; dresses capture maritime movements in their fluid drapery; structured jackets evoke the protective armor of marine creatures. This is fashion that does not merely adorn—it moves, adapts, and transforms, much like the ocean itself. It is a poetic reminder that sustainability in design is not just about materials but about longevity, wearability, and the organic relationship between a garment and its wearer.

“Affluent consumers now demand eco-friendly luxury
- Archana Jaju

Kalamkari: Breathing Life into Marine Narratives

The heart of Ocean lies in its storytelling, and Jaju turns to kalamkari, an ancient Indian art form, to bring these stories to life. This is not just decoration—it is preservation. The Green Sea Turtle, gliding serenely through hand-painted strokes, reminds us of perseverance and longevity. The North Atlantic Right Whale, rendered in intricate detail, symbolizes strength and the silent struggle of an endangered species. Each motif is a quiet rebellion against the erasure of marine life. By immortalizing these creatures in fabric, Jaju transforms fashion into a canvas of activism. These garments do not merely drape the body; they carry narratives, memories, and urgent calls to awareness.

The Rise of Eco-Luxury in India

Sustainable fashion is no longer a niche concept—it is the future of luxury. In India, a country steeped in textile heritage, there is a growing demand for ethical sourcing, transparency, and carbon-neutral production. "Affluent consumers now demand eco-friendly luxury," Jaju observes. Brands can no longer afford to be passive; they must actively engage in preserving both cultural heritage and environmental integrity. For Jaju, sustainability is not just a trend—it is a commitment. With Ocean, she revives kalamkari using organic dyes and handwoven fabrics, proving that heritage craftsmanship and innovation can coexist beautifully. In a world obsessed with speed and disposability, she reminds us that true luxury is slow, intentional, and deeply connected to its origins.

Embroidery as a Topographical Poem

In Ocean, embroidery is more than embellishment—it is cartography. Kantha stitches and French knots sculpt intricate, textural landscapes reminiscent of coral reefs and undulating waves. Each stitch is a tactile meditation, a love letter to the sea's complexity. These are not mere patterns; they are living ecosystems, woven into fabric with an almost sacred reverence. By layering these traditional techniques with contemporary silhouettes, Jaju creates a collection that is as much about the past as it is about the future. It is a bridge between worlds—between art and activism, between history and modernity, between the human touch and nature's infinite vastness.

Wearable Art: The Soul of Ocean

Every garment in Ocean is a piece of wearable art, painstakingly crafted and deeply imbued with meaning. The flowy, comfortable silhouettes offer elegance without excess, luxury without compromise. They are designed not just to be worn but to be experienced—to move with the body, to evolve with time, to become a second skin that tells a story with every fold. This is a collection that does not shout; it whispers. It invites the wearer to engage in a deeper conversation, to see beyond the surface, to recognize fashion as an extension of nature itself.

Fashion as a Gentle Manifesto

Beyond its undeniable beauty, Ocean serves a greater purpose. It is a gentle manifesto, a visual reminder of

the interconnectedness of marine ecosystems and traditional craftsmanship. By highlighting endangered species through fashion, Jaju crafts more than garments—she crafts awareness. "This is fashion as activism, storytelling through fabric and form," she explains. Each piece is a reminder of our shared responsibility—to preserve, to understand, to revere the intricate worlds that exist beyond our immediate perception. In a world where fashion often prioritizes spectacle over substance, Ocean dares to do both. It captivates, it educates, it inspires. It is a dream woven in silk and dye, a movement disguised as a collection.

Looking Ahead: Fashion as Environmental Storytelling

Nature has always been Jaju's muse, and she has no intention of stopping here. "We will be diving deeper into varied concepts relating to nature and furthering our views on environmental storytelling," she reveals. The journey is ongoing, and the ocean is just the beginning. Through Ocean, Archana Jaju reminds us that fashion is more than what we wear—it is what we stand for. It is a responsibility, an art form, a language that can shape perceptions and inspire change. In her hands, a dress is not just a dress—it is a story, a movement, a revolution in silk and color. So, as we step into this collection, we are not just wearing garments. We are wearing history. We are wearing activism. We are wearing the sea itself. ■





TAKING UP SPACE WITH AN APLOMB

Having collaborated with luxury houses like Gucci and Hermès, and cultural institutions such as the Kunsthistorisches Museum, **Judith Bradl** has mastered the art of weaving history, creativity, and personal expression into a stunning visual narrative.



Fashion is more than just fabric; it's a language, a statement, an art form. Few understand this better than Judith Bradl, a digital storyteller and fashion columnist whose work merges high fashion, fine arts, and cinematic elegance. Having collaborated with luxury houses like Gucci and Hermès, and cultural institutions such as the Kunsthistorisches Museum, Judith has mastered the art of weaving history, creativity, and personal expression into a stunning visual narrative. In this exclusive feature for Popp Dapp, we dive into Judith's world—one where old Hollywood glamour meets pop art, where maximalism isn't just a style but a philosophy, and where fashion serves as both armor and self-expression.

A Childhood Epiphany: The Power of Fashion

Judith's passion for fashion began in childhood, not in a grandiose, glamorous way but through a moment of vulnerability. She recalls buying a pair of 1970s-inspired floral shoes, only to be bullied at school for her bold choice. Lacking the confidence to stand by her decision, she never wore them again. Yet, this experience ignited something profound within her. "That moment taught me how powerful fashion is," she says. "It's an authentic tool for self-expression. From that day on, I knew I wanted to use fashion not only to express myself but also to inspire others to embrace their individuality." This lesson—how fashion can both expose and empower—became a cornerstone of her creative journey.

Aesthetic Evolution: Between Italy and Austria

Born in Italy and later studying in Austria, Judith was shaped by two distinct cultural landscapes. Italy, with its deep artistic heritage, nurtured her appreciation for beauty in all its forms, teaching her the emotional and expressive side of fashion. Meanwhile, Austria's avant-garde approach to contemporary art encouraged her to push boundaries and experiment with storytelling. "Experiencing these contrasts made me who I am today," she reflects. "Italy taught me to embrace passion and romance in design, while Austria taught me to think outside the box and play with unexpected elements." Her aesthetic reflects this duality—an intoxicating blend of dramatic old-world elegance and cutting-edge modernity.

Maximalism: Taking Up Space with Confidence

Judith is known for her maximalist approach, a style that celebrates excess, boldness, and storytelling through fashion. But for her, maximalism isn't just about piling on layers of textures and colors—it's about a mindset. "Maximalism represents the freedom to take up space and celebrate individuality unapologetically," she explains. "It's about living boldly and embracing the originality of who you are." Her looks often feel like theatrical productions—each outfit telling a story, layered with historical references, daring proportions, and a fearless embrace of color.

Old Hollywood Meets Pop Art: A Signature Aesthetic

Judith's signature aesthetic is a mesmerizing mix of old Hollywood glamour and contemporary pop art. Think

of a 1950s screen siren dressed in vibrant Warhol-esque prints, or a Rococo-inspired gown paired with futuristic accessories. "What excites me most is contrast," she says. "I love taking something historically grand—like the details of a Rococo painting or the grandeur of an old Hollywood movie—and blending it with undeniably modern elements, like bold pop art colors and futuristic accents." Her work proves that nostalgia doesn't have to be a rigid homage to the past—it can be a playground for reinvention.

Translating Classic Cinema into Digital Fashion

In a digital age of fleeting content, Judith ensures her work has the depth and richness of classic cinema. "I see digital fashion content as a modern evolution of classic film storytelling," she explains. "Both are about crafting an imaginary world, evoking strong emotions, and leaving a lasting impression." By carefully curating color palettes, styling, and composition, she transports her audience into a theatrical universe, making even a 15-second Instagram reel feel like a scene from a cinematic masterpiece.

Fashion as Fine Art

Judith sees fashion as an extension of fine art. To her, couture is as thought-provoking as a painting in a gallery. "Fashion, like painting or sculpture, is about composition, color, texture, and emotion," she explains. "A couture piece can tell a story, evoke feelings, and challenge perceptions just as powerfully as a canvas." It's no surprise that she has collaborated with some of the world's most prestigious museums. Her work seamlessly bridges the

gap between fashion and cultural heritage, proving that style can be both wearable and museum-worthy.

The Wes Anderson Effect: Learning from the Masters

Judith's creative process was deeply influenced by working with Wes Anderson and Juman Malouf on *The Spitzmaus Mummy* and *Other Treasures*. Seeing Anderson's unconventional approach to museum archives left a lasting impression. "Wes was deeply passionate about the art objects, particularly the damaged or imperfect ones that had never been showcased before," she recalls. "It taught me that sometimes the most unexpected things can lead to the most exciting ideas." Like Anderson, Judith stays true to her artistic vision, embracing imperfection and authenticity as essential elements of creativity.

Social Media Storytelling: Making Fashion Timeless

In an era of digital oversaturation, Judith's approach to social media storytelling stands out because of its timelessness. She doesn't chase trends—she creates narratives that resonate on a deeper level. "Rather than just following what's popular, I focus on authenticity," she says. "The key is to build real and lasting connections through meaningful content." Her work proves that digital storytelling can be just as compelling as the great fashion editorials of the past.



Breaking Boundaries: The Future of Fashion & Art

If Judith were to curate an exhibition merging fashion and fine art, it would be titled *Breaking Boundaries: Fashion as Art and Identity*. She would showcase designers who have redefined fashion as an expressive medium, such as Alessandro Michele for Gucci, Jean Paul Gaultier, and Daniel Roseberry for Schiaparelli. “The exhibition would celebrate individuality and freedom of expression,” she says. “Fashion is not just about appearance—it’s about culture, identity, and pushing creative limits.” Looking ahead, she dreams of collaborating with visionaries who challenge conventions, whether in sustainable fashion, experimental technology, or theatrical productions.

Embracing Boldness: Advice for Fashion Fearlessness

For those hesitant to step outside their comfort zones, Judith has simple advice: experiment fearlessly and focus inward. “Wear what makes you feel good, confident, and happy,” she encourages. “Fashion is about self-expression, not fitting into someone else’s idea of what’s ‘right.’” Her philosophy is clear: if you love it, wear it.

A Legacy of Authenticity

Judith Bradl’s work is a masterclass in merging history, art, and fashion into a cohesive narrative. Whether she’s styling a theatrical *mise-en-scène* or collaborating with luxury maisons, her vision remains unwaveringly true to herself. In a world that often prioritizes fleeting trends, Judith stands as a reminder that authenticity is always in style. ■





Fierce London, under the visionary leadership of Creative Director Shubh Goyal, is precisely that force. Their latest collection, Fierce Ascendancy, isn't just a showcase of fabrics stitched together with precision; it's a manifesto—an unapologetic declaration of power, resilience, and mystique.

Fashion is constantly reinvents itself, & there are rare moments when a brand doesn't just ride the wave of trends—it becomes the wave. Fierce London, under the visionary leadership of Creative Director Shubh Goyal, is precisely that force. Their latest collection, Fierce Ascendancy, isn't just a showcase of fabrics stitched together with precision; it's a manifesto—an unapologetic declaration of power, resilience, and mystique.

The Birth of Fierce Ascendancy: A Statement, Not Just a Collection
"Fierce Ascendancy was born from the desire to reimagine power as a tangible force—something you wear, own, and embody," Shubh explains, his words carrying the same conviction that his designs radiate. The collection draws deeply from London's pulse—its urban grit, cultural layers, and the raw, unfiltered audacity of those who carve their paths against the grain. Think sharp silhouettes, bold shoulders, and intricate detailing that isn't just for aesthetics but speaks the language of dominance. There's an unmistakable intensity woven into each piece. The designs evoke a sense of presence—as if the garments themselves hold an identity, demanding attention and respect. Shubh's vision is clear: Fierce Ascendancy isn't for the faint-hearted. It's for those who don't just enter a room but own it.



Defining Fierce London in a Sea of Streetwear

Luxury streetwear is no longer an oxymoron—it's a thriving, billion-dollar industry where brands like Off-White, Balenciaga, and Fear of God have blurred the lines between street credibility and high fashion. Yet, Fierce London stands apart, not because it tries to outdo them, but because it refuses to be compared. "We don't follow trends; we create iconic statements," says Shubh. This isn't bravado—it's a fact. Fierce London is a movement for those who see clothing as armor, an extension of their defiance against mediocrity. While many brands ride the waves of fleeting fads, Fierce London builds monuments—timeless, bold, and unapologetically fierce.

The Power of Black: More Than Just a Color

The dominant all-black palette of Fierce Ascendancy is more than a design choice—it's a philosophy. In an industry often obsessed with seasonal hues and Pantone predictions, Shubh's unwavering commitment to black feels both rebellious and classic. "Black is the ultimate declaration of power—it's timeless, unapologetic, and endlessly versatile," he asserts. In Fierce Ascendancy, black isn't just a color; it's a statement. It's the embodiment of mystery, authority, and elegance. Where others might see monotony, Fierce London finds infinite depth—a canvas where dominance and sophistication coexist effortlessly.

Gender Fluidity and the Art of Boundary-Breaking Design

In the evolving conversation around fashion and identity, Fierce London's approach to gender fluidity feels refreshingly authentic. Instead of marketing "unisex" as a trend, Shubh focuses on the essence of style—silhouettes, textures, and functionality that transcend gender norms. "The challenge wasn't inclusivity itself but ensuring that every design remains iconic, whether worn by men, women, or anyone in between," he explains. This isn't about erasing gender but celebrating individuality. The fluid cuts, bold structures, and meticulous detailing are designed to resonate with the wearer's essence, not their label.

Sustainability: A Non-Negotiable, Not an Afterthought

While the fashion industry grapples with its environmental impact, Fierce London leads

with purpose. Leather—a material central to Fierce Ascendancy—is sourced ethically, with a focus on sustainability. Shubh emphasizes their commitment to eco-conscious practices: "We work with ethical suppliers and explore innovative methods like vegetable-tanned leathers and bio-fabricated alternatives." This isn't greenwashing. It's a genuine effort to prove that luxury doesn't have to come at the planet's expense. Fierce London's message is clear: fashion's future lies in responsibility, not just aesthetics.



Technology Meets Couture: The Future of Streetwear

In an era where technology shapes every facet of life, fashion is no exception. Shubh envisions a future where garments aren't just visually striking but functionally innovative. "From AI-driven personalization to sustainable material innovation, the future of luxury streetwear lies in embracing the avant-garde," he notes. Fierce London is already exploring smart textiles and digital integrations, crafting pieces that enhance the wearer's experience beyond traditional fashion norms. Imagine jackets that adapt to temperature changes or fabrics that respond to your movements—not just fashion but wearable technology at its most sophisticated.

India: The Next Frontier for Fierce London

With India emerging as a luxury powerhouse, it's no surprise that Fierce London has its sights set on this dynamic market. Shubh sees immense potential: "India's luxury market is a powerhouse of opportunity. We envision entering this space by blending our bold aesthetics with cultural nuances that resonate with the Indian audience." Expect exclusive launches, bespoke designs, and collaborations with local influencers that go beyond surface-level engagement. Fierce London isn't just entering India—it's set to

make a cultural statement.

Collaborations That Redefine Boundaries

In today's fashion landscape, collaborations can either be gimmicky marketing stunts or genuine artistic synergies. For Fierce London, it's always the latter. "We're exploring partnerships with disruptive innovators in tech, iconic artists, and luxury automotive brands," Shubh reveals. Imagine a capsule collection with an avant-garde digital artist or a luxury car brand that mirrors Fierce London's bold aesthetics. These collaborations aren't just about co-branding—they're about co-creating culture.

The Man Behind the Vision

Shubh Goyal's journey from an ambitious designer to the creative force behind Fierce London is as compelling as his collections. His evolution mirrors the brand's ethos—fearless, unapologetic, and driven by an insatiable desire to redefine boundaries. "Every triumph and challenge has shaped my vision of creating a brand that embodies resilience and unapologetic power," he reflects. It's this personal growth that has become the cornerstone of Fierce London's design philosophy. His leadership isn't about dictating trends but inspiring a movement—one that challenges conventions and celebrates individuality.

Parting Words for Aspiring Designers

When asked what advice he'd give to those looking to leave their mark on the fashion industry, Shubh doesn't hesitate: "Be fearless. Success comes to those who dare to push boundaries and reject mediocrity." It's a mantra that defines Fierce London's journey—a brand that didn't just enter the luxury streetwear scene but reshaped it.

What's Next for Fierce London?

With new projects on the horizon, including disruptive collaborations and expansion into untapped markets, Fierce London shows no signs of slowing down. Shubh teases: "We're working on ventures that will not only redefine streetwear but challenge how people experience fashion itself." As the world watches, one thing is certain: Fierce London isn't just a brand. It's a revolution. For those bold enough to wear their power, Fierce London isn't just fashion—it's a statement. ■



CHEMISTRY OF PURITY

In an industry flooded with misleading ‘organic’ labels and synthetic-laden formulas masquerading as natural, Juicy Chemistry emerged as a beacon of authenticity. Founded by Pritesh and Megha Asher, the brand didn’t just disrupt the status quo—it revolutionized the way we perceive organic skincare. From humble beginnings in a kitchen with just Rs. 5,000 to becoming India’s first ECOCERT-certified organic skincare brand, Juicy Chemistry has paved the way for a new era of conscious beauty.



Megha Asher

A Skeptic’s Awakening: The Birth of Juicy Chemistry

Like any beauty enthusiast, Megha and Pritesh once found themselves drawn to products labeled ‘organic.’ But one fateful shopping trip changed everything. As Pritesh scanned an ingredient list, he realized something shocking—the so-called natural product was filled with petroleum by-products. Curiosity led to research, and research led to an unsettling truth: the market was saturated with misinformation. The ‘organic’ tag was often nothing more than a marketing gimmick, with brands relying on consumer ignorance to push products laden with synthetics. Juicy Chemistry was born out of the need to bridge this knowledge gap. “We didn’t just want to sell skincare; we wanted to educate people about what truly organic means,” Megha shares.

From Kitchen Counter to Global Recognition

Megha’s personal struggles with PCOD-driven sensitive, acne-prone skin played a pivotal role in shaping Juicy Chemistry’s formulations. Frustrated by conventional skincare that either aggravated her skin or came with a laundry list of unpronounceable ingredients, she and Pritesh started experimenting with pure, unrefined botanicals. “We didn’t have a launch plan,” she admits. “We just started creating products we wanted to use ourselves.” What began as a home experiment quickly transformed into a movement. Customers resonated with Juicy Chemistry’s straightforward yet effective approach—powerful, single-origin ingredients combined using traditional processes like cold-pressing, steam distillation, and saponification. Within a decade, their unwavering commitment to quality turned their fledgling brand into an industry disruptor.



Science Meets Nature: The Power of Ingredients

Pritesh’s background in petrochemicals and industrial lubricants played a crucial role in Juicy Chemistry’s evolution. His deep understanding of formulation science allowed the brand to:

- Identify harmful synthetics commonly found in mainstream beauty products
- Source and utilize organic ingredients in their purest form
- Develop proprietary blends that retain maximum efficacy without dilution or refinement

Instead of relying on lab-created actives, Juicy Chemistry harnesses the full spectrum of a plant’s nutrients. The result? Products that work in harmony with the skin, delivering real, visible results.

Certified Organic: More Than Just a Label

While many brands loosely use the term ‘organic,’ Juicy Chemistry took the rigorous route—becoming India’s first and only skincare brand with an entire ECOCERT-certified product range under the COSMOS standard. “Certifications are not just a badge for us,” Pritesh explains. “They validate the integrity of our formulations and our commitment to transparency.” This certification ensures that every ingredient is traceable, every formulation meets the highest organic standards, and every product delivers what it promises.

The ‘Fresh or Nothing’ Philosophy

Unlike mass-produced skincare that relies on heavy preservatives, Juicy Chemistry operates on the principle of freshness equals potency.

- Small-batch production ensures optimal efficacy
 - Shorter shelf life guarantees untainted botanical benefits
 - Cold-processing techniques retain the nutritional integrity of raw ingredients
- “At first, customers were hesitant about using products with a shorter shelf life,” Megha recalls. “But once they experienced the difference, there was no turning back.”

Sustainability Beyond Skincare

For Juicy Chemistry, sustainability isn’t a trend—it’s the foundation of their brand. From ethically sourced raw materials to eco-conscious packaging, every decision is rooted in minimizing environmental impact.

Key sustainable practices include:

- ✓ Fair-trade partnerships with organic farms worldwide
 - ✓ Minimal-waste manufacturing (organic by-products are used as animal fodder and compost)
 - ✓ Plastic neutrality through collaborations with The Disposal Co.
 - ✓ Recyclable and biodegradable packaging
- Their dedication to the planet is as strong as their commitment to skin health.

Education: The Cornerstone of Consumer Trust

When Juicy Chemistry launched, organic beauty was still a niche concept in India. The biggest challenge wasn’t just creating high-quality products—it was educating consumers about why they mattered. Through blogs, social media deep dives, and

transparent ingredient breakdowns, the brand built a community of empowered consumers who understood what they were putting on their skin. Today, this educational approach remains at the core of their marketing strategy, reinforcing trust and cementing brand loyalty.



Expanding the Universe: Beyond Skincare

In 2020, Juicy Chemistry expanded into hydration-focused formulations with India’s first naturally activated serums. Their breakthrough discovery? Cellular Extraction Technology. This technique allows for the entire plant’s DNA to be extracted into a serum, delivering unmatched potency without compromising purity. But they didn’t stop there. The brand made history again with Color Chemistry, India’s first and only certified organic color cosmetics range. Staying true to their ethos, their makeup line is completely plant-based, performance-driven, and free from synthetic additives.

The Future of Organic Beauty

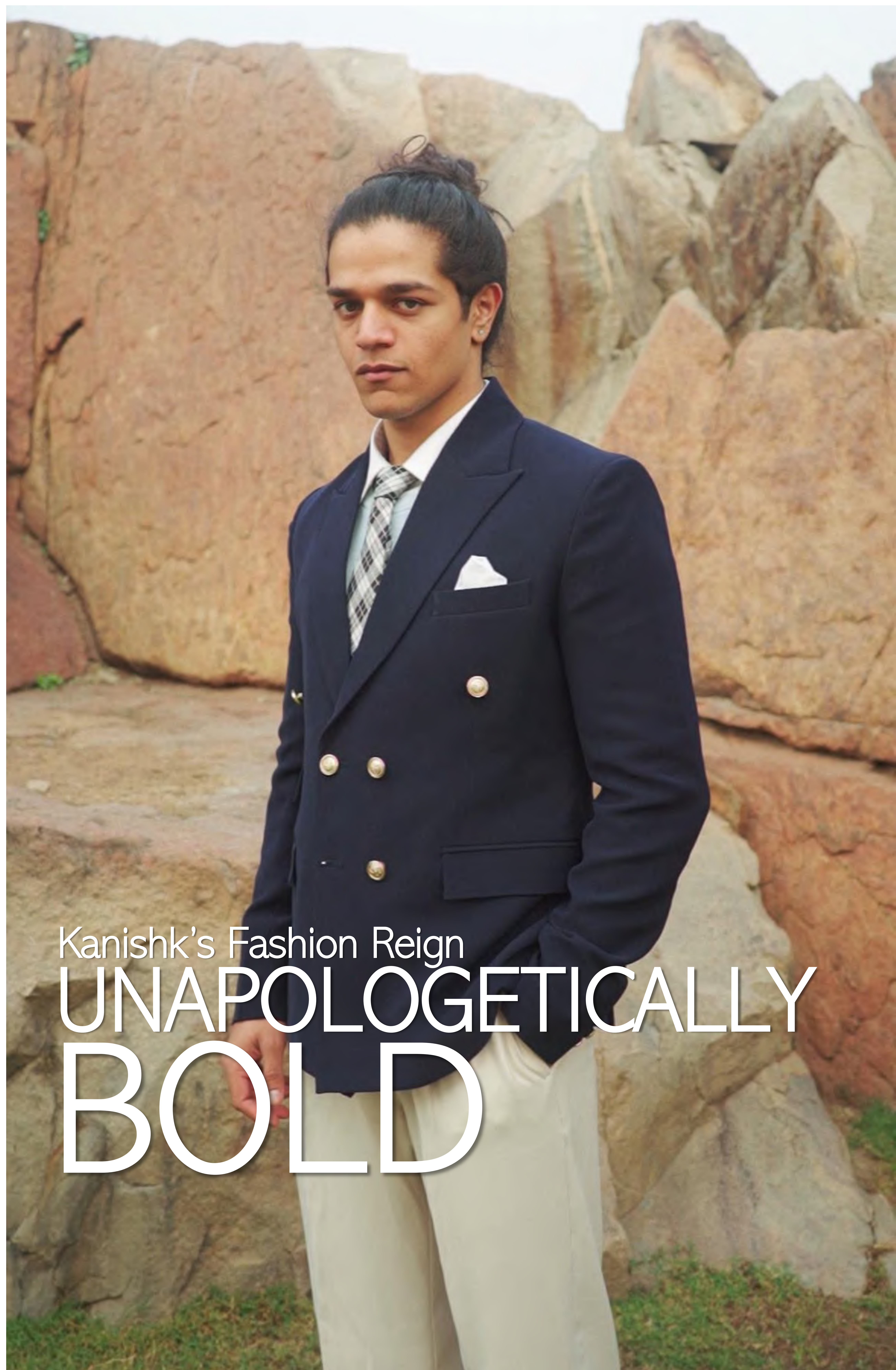
In a market flooded with ‘greenwashing,’ Juicy Chemistry stands tall as a pioneer of transparency and authenticity. Their success is a testament to the fact that consumers are craving honesty. They don’t just want clean beauty—they want proof of purity. And that’s exactly what Juicy Chemistry delivers—fresh, potent, organic formulations that redefine beauty, one ingredient at a time. ■

The beauty industry is at a crossroads. Consumers are waking up, questioning labels, and demanding real change. Brands that embrace transparency, sustainability, and efficacy will thrive. With Juicy Chemistry leading the charge, the future of beauty has never looked purer.

Fashion is as much about individuality as it is about trends, & **Kanishk Anand** stands as a fearless force redefining street style and self-expression. At just 19, he's a digital-age trendsetter, known for blending classic tailoring with experimental silhouettes, breaking stereotypes, and staying unapologetically true to himself. From turning heads with his bold outfit choices to launching his own brand, Unkani, Kanishk's journey is proof that authenticity and confidence remain the ultimate style statements.

From Childhood Passion to Digital Stardom

Kanishk's love for fashion wasn't a sudden revelation; it was a gradual evolution influenced by his childhood, family, and the digital world. His sister, also a creator, played a pivotal role in pushing him toward fashion content creation during the lockdown. Their shared enthusiasm for dressing up as kids found new meaning when social media became a playground for self-expression. "In the beginning, I was just following international creators and scrolling through Pinterest for inspiration," he recalls. "But over time, I built my own style, my own content. That's when I realized this was more than just a hobby—it was a career path." Today, Kanishk's Instagram is a testament to his fearless experimentation with fashion, mixing edgy streetwear with elegant classics. But it wasn't always this seamless.





Decoding Street Style: Confidence Over Rules

When asked how he defines street style, Kanishk doesn't hesitate. "It's a freedom of expression. It's my personality—outgoing, extroverted, always making a statement." For him, there are no rigid rules or formulas to "master" street style. Instead, it's about understanding one's own body, colors, silhouettes, and, most importantly, owning every outfit with confidence. "You can literally nail any outfit if you carry it like you own it," he insists. This belief is evident in his personal style, which seamlessly merges high fashion with unconventional choices. He once rocked a skirt, only to face criticism and questions about his sexuality. But rather than bowing to societal expectations, he doubled down on his self-expression. "I never cared much about what people thought. I just kept doing what I wanted to do." And that, perhaps, is the essence of great style—not just wearing clothes, but wearing them with conviction.

The Art of Content Creation: Raw, Unfiltered, and Engaging

Kanishk's Instagram isn't just a fashion showcase; it's an extension of his personality. Earlier in his career, he was meticulous about curating "aesthetic" content. Now? He embraces a more spontaneous, unfiltered

approach. "I just wear my heart on my sleeves. My audience sees me as I am—unserious, unhinged, real." His creative process is anything but rigid. Instead of forcing content into a polished mold, he lets ideas flow naturally. "I have like 2,000 random thoughts a day. I jot them down in my notes and build concepts around them," he explains. This authenticity is what makes his content so relatable and engaging. It's not just about looking stylish—it's about connecting with an audience on a personal level.

Collaborating with Brands: Staying True to His Style

For Kanishk, brand collaborations aren't just about sponsorships—they're about alignment with his personal style. "I can't promote something I don't believe in," he says firmly. This authenticity extends to his support for homegrown brands that create genuinely innovative products. His own brand, Unkani, is a reflection of his unique fashion sense, blending personal style with contemporary trends. With Unkani, Kanishk is taking a step beyond influencing—he's shaping the fashion industry on his own terms.

From Fashion Trends to Personal Identity

In an industry driven by fleeting trends, Kanishk has mastered the art of adaptation without compromise. "You don't have to follow trends blindly. It's about molding them to fit your personal style." His style evolution—from casual streetwear to structured tailoring and statement pieces—has been inspired by fashion shows, international creators, and Pinterest. But no matter how much his wardrobe changes, one thing remains constant: his commitment to authenticity.

Breaking Barriers as a Young Creator

Despite his success, Kanishk has faced his fair share of challenges. One of the biggest? Convincing brands of his value. "Early on, I struggled to make brands see what I bring to the table. Some still don't get it," he admits. But instead of compromising, he's learned to walk away from opportunities that don't align with his vision. It's this unwavering self-assurance that has helped him carve out his own space in the competitive fashion industry.

Cultural Influences: Embracing Indian Fashion

Kanishk's fashion journey isn't just about international aesthetics—he's also deeply influenced by Indian culture. "Earlier, I was all about street style. But as I learned more about Indian textiles, fabrics, prints, and embroidery, I fell in love with them," he says. This cultural appreciation is now a defining element of his wardrobe. "If you check my feed today, you'll see nothing but 'ghar me shaadi aagayi hai' vibes," he jokes, referencing his love for elaborate Indian wear. By merging global influences with traditional craftsmanship, Kanishk is creating a style that is uniquely his own.

Redefining Success: A Journey, Not a Destination

So, how does Kanishk define success? Not by numbers, but by impact. "16-year-old me would have never imagined doing all this at 22," he reflects. "When people recognize me and tell me I've inspired them, that's when I know I'm on the right path." Of course, he's far from done. "Abhi bahut aage jaana hai," he adds with a grin. (Translation: There's still a long way to go.)

Unkani and Beyond

Right now, Kanishk's primary focus is on growing Unkani, a brand that embodies his signature mix of bold, experimental, and timeless fashion. Beyond that, he's working on a new project—a series based on his 'kaleshi' personality, a term that playfully describes his unapologetic, fiery attitude. With his creativity, confidence, and unfiltered charm, one thing is certain: Kanishk Anand is just getting started. ■

In a world obsessed with trends, Kanishk stands as a reminder that great style isn't about following rules—it's about breaking them with confidence. Whether he's rocking a tailored suit, an oversized hoodie, or a skirt that challenges societal norms, one thing is undeniable: he owns every look he wears. And that, in itself, is the ultimate fashion statement.

A woman with dark hair styled in a high, voluminous bun stands against a dark, textured background. She is carrying two large, worn, brown leather suitcases. One suitcase is held against her chest, and the other is tucked under her arm. She is wearing a dark, strapless dress and light-colored high-heeled shoes. The lighting is dramatic, highlighting her face and the texture of the suitcases.

A BALLAD TO TRANSIENCE

The Luggage We Carry

PHOTOGRAPHY PRIYANK NANDWANA | MUSE AANCHAL SHAH | MAKEUP HAIR UMANG | PRODUCED BY MAYRA FASHION STUDIO |
STYLIST VARUNESH PAL | PHOTOGRAPHY ASSISTANT DHRUWANG & MALHAAR CHATURVEDI



PHOTOGRAPHY PRIYANK NANDWANA | MUSE AANCHAL SHAH | MAKEUP HAIR UMANG | PRODUCED BY MAYRA FASHION STUDIO |
STYLIST VARUNESH PAL | PHOTOGRAPHY ASSISTANT DHRUWANG & MALHAAR CHATURVEDI

There is something evocative about a woman balancing suitcases, her poised frame draped in vintage leather-bound stories. The image speaks to the timeless traveler, the seeker, the one forever in motion yet deeply rooted in a narrative of resilience and elegance. This striking editorial is not just about fashion; it is about movement—literal and metaphorical. It is about the migration of ideas, of culture, of identity. A single frame captures a story of departure and arrival, of burdens carried with grace, and of a woman who embodies the paradox of weight and lightness.

The Suitcases: A Sartorial Metaphor

Luggage has long been a symbol in both fashion and literature. It signifies history, nostalgia, and an unspoken understanding that we are all, in some way, in transit. The suitcases in this visual are more than accessories; they are extensions of the woman herself. She stands, statuesque, balancing the weight of memory and expectation. Each suitcase appears aged, weathered, their corners frayed with the stories of past travels. This is not the polished sheen of modern, rolling luggage. This is the luggage of another era—the kind that carries secrets, handwritten letters, and the scent of places left behind.

Draped in Movement: Fashion as a Journey

In this era of hyper-mobility and digital passports, fashion has embraced a nomadic spirit. The biggest names in couture—Loewe, Schiaparelli, Balenciaga—have leaned into silhouettes that suggest movement. The structured, corset-like bodices juxtaposed against free-flowing drapery mirror this image's essence: control versus surrender, tension versus ease. Here, the model wears nothing but the weight of her suitcases and the sharp precision of her heels. The bare skin, untouched by excessive styling, suggests vulnerability but also power. In a world where we layer ourselves in labels and armor, sometimes the most commanding fashion statement is stripping it all back to essentials.

A Study in Color and Mood

The tonal palette of this composition is deliberate—deep sepia hues and muted olive drapery evoke the aesthetic of a faded postcard. There is an old-world charm, a sense of stepping into a film set in another time. The shadowy backdrop folds into her presence rather than competing with it. This is what great editorial photography achieves: a dialogue between subject and environment. The tension in the folds of fabric, the structured luggage against her soft form—this is visual poetry.

The High Fashion Nomad: A Cultural Conversation

In recent seasons, the theme of travel—whether escapism or necessity—has dictated runway collections. Brands like Dior and Chanel have infused their pieces with elements of wanderlust: beaded satchels that mimic passport pouches, trench coats designed for train platforms, and boots that feel made for cobblestone streets. Even beyond luxury fashion, there is a deeper commentary on the modern nomad. The pandemic era blurred the lines between home and elsewhere. Suddenly, we all became wanderers of a different kind—traveling less physically but journeying through shifting identities.

Where Fashion Meets Philosophy

This editorial is more than aesthetics; it is a meditation on transition. What does it mean to be dressed for departure? Are we ever truly ready to leave behind the places, the people, and the versions of ourselves that once were? In this frame, the answer is both yes and no. She is elegant yet strained, composed yet on the verge of movement. Her heels suggest she is not simply leaving—she is arriving somewhere new.

The Takeaway: Style as a Passport

As this visual lingers in our minds, it challenges us to think about what we carry—not just in our suitcases but in our lives. It asks us to consider the weight of nostalgia, the elegance of transition, and the idea that fashion is, in its essence, about movement. And perhaps, in the end, the best-dressed traveler is not the one with the lightest luggage, but the one who knows exactly how to carry it. ■



PHOTOGRAPHY PRIYANK NANDWANA | MUSE AANCHAL SHAH |
MAKEUP HAIR UMANG | PRODUCED BY MAYRA FASHION STUDIO
| STYLIST VARUNESH PAL | PHOTOGRAPHY ASSISTANT
DHURUWANG & MALHAAR CHATURVEDI

**WEAR
YOUR
HISTORY
WEAR
YOUR
PROTEST
WEAR
YOUR
FREEDOM**

Fashion is rebellion. It is storytelling, heritage, memory, and a whispered secret between the past and the future. Few understand this better than **Kaustav Dey**—a visionary, a disruptor, a poet in textiles.

PHOTOGRAPHY KAAVYA | WEARING BIBHU MOHAPATRA



PHOTOGRAPHY KAAVYA | WEARING BIBHU MOHAPATRA

Fashion is rebellion. It is storytelling, heritage, memory, and a whispered secret between the past and the future. Few understand this better than Kaustav Dey—a visionary, a disruptor, a poet in textiles. Over fifteen years at the helm of some of the world’s most iconic brands, from Tommy Hilfiger to Calvin Klein, he has woven fashion into a language of dissent, identity, and love.

For Dey, what one wears is never just about aesthetics—it is resistance, an act of defiance against a world obsessed with conformity. His style is, as he describes it, excruciatingly personal, a tapestry of generational craftsmanship, political meaning, and unshackled individuality. And perhaps no moment embodies this better than his

recent plunge into the sacred Ganga, swathed in nothing but a sunset gold sari, surrendering to the river’s embrace. It was more than just an aesthetic choice. It was liberation.

The Personal is Political: Dressing Without Permission

At a time when mass-produced trends threaten to homogenize self-expression, Dey refuses to bow to dictated norms. He doesn’t seek approval from fashion weeks or trend reports. Instead, he dresses for his soul. "I only wear things that speak to me because of their beauty, their provenance, their ability to unshackle me from the rules of what we are and are not allowed to look like," he declares. It’s a philosophy that manifests in his everyday life. His wardrobe is a testament

to heritage, a collision of the intimate and the grand. A Bengali dhuti (dhoti) with a Victoria’s Secret garter belt? A Kashmiri pheran paired with a razor-sharp blazer? Why not? Fashion, for him, is limitless—an interplay of nostalgia, rebellion, and sensuality. But what makes Dey truly radical is his understanding that fashion is not just personal—it is a global, historical force. "It is increasingly critical to champion and support traditional, handmade crafts before they all die out," he warns. His reverence for artisanship runs deep. "The beauty of what we wear lies in the hands of those who make it," he says, advocating for the preservation of generational craftsmanship against the soulless churn of fast fashion.

A Home as a Living Archive

Dey's personal aesthetic extends beyond his wardrobe. His Bengaluru apartment is a living, breathing museum—an evolving collection of vintage treasures, heirlooms, and artifacts from his travels. Yet, he rejects the idea of curation in the conventional sense. "I am incapable of curating anything in my life," he admits. Instead, his space is an organic tapestry of stories—objects imbued with memory, each piece a portal to a different time and place. In a world increasingly obsessed with minimalism and sterile perfection, Dey embraces maximalism—not in excess, but in meaning. His home, like his fashion, is not about what is trendy but what is true.

The Power of Storytelling: From Personal to Global

Dey's career has spanned continents, but his travels have only deepened his love for his roots. Having worked in some of the most influential fashion capitals, he has come to a singular conclusion: "The world is one. No matter whether in Manhattan or Mumbai, we as customers want the same thing—we want fashion to allow us to dream." Dreams, however, must have substance. Luxury, for Dey, is not about excess but about emotion. It must be inclusive, sustainable, and, above all, authentic. The modern consumer, he believes, seeks joy, nostalgia, and meaning—whether in a silk Banarasi drape worn in the Swiss Alps or a kasab jacket from Jade Couture dazzling in Tokyo. As a brand storyteller, Dey understands that fashion cannot survive on aesthetics alone. It must stand for something. His TED Talk on the intersection of fashion and identity, which has amassed over a million views, is proof of this hunger for depth. "When I wrote it, I had no idea my personal story would resonate so deeply," he reflects. But the overwhelming response reaffirmed his belief—fashion is not frivolous. It is a language, a protest, a beacon.



Digital Activism & The Future of Counterculture

The digital age has birthed a new era of activism, one where a comment section can topple a billion-dollar brand and a TikTok trend can dismantle outdated gender norms. Dey sees this as a natural evolution of fashion's role in counterculture. "Social media has given every single one of us a voice," he observes. Whether through ironic memes or grassroots-led boycotts, young consumers are wielding their influence in unprecedented ways. And brands are being forced to listen. No longer can they afford token representation or performative activism. "A patronizing post during Pride month will always remain just that—an empty token," Dey warns. True inclusivity requires deep, systemic change, from ethical manufacturing to truly representative marketing.

The Poetry of Vintage: Resisting the Erasure of Beauty

Dey mourns the slow death of traditional arts, a casualty of speed and convenience. "Beauty is rapidly leaching out of this world," he laments. "The power loom is replacing the handwoven saree, and mass production is erasing the human touch." In response, he collects. Vintage clothing, antique furniture, forgotten crafts—each piece a defiant stand against the erasure of history. "It is my private museum of humanity," he says, a quiet resistance against an industry that often prioritizes the disposable over the enduring.



Fashion as a Catalyst for Change

Looking ahead, Dey envisions fashion continuing its role as a force for social change. "Fashion lets us dream, it gives us courage, it gives us a language of expression—one that requires no words at all." In an age of uncertainty, where war, economic instability, and a post-pandemic world have left people yearning for comfort and connection, fashion has the power to heal. For Dey, the future of fashion is not about dictating trends but about empowering individuals. It is about fashion that sees rather than hides, that liberates rather than confines. His own journey—of draping himself in resistance, of finding joy in nostalgia, of curating a life rich with meaning—is an invitation to do the same. ■

Wear your history. Wear your protest. Wear your freedom. Because, as Kaustav Dey reminds us, to dress for oneself is the most radical act of all.



LEGACY OF A WARRIOR-TURNED-HEALER

If life is a battlefield, **Khushboo Patani** has conquered it with discipline, grace, and an unwavering belief in divine timing. Today, as she guides thousands toward wellness, self-mastery, and spiritual alignment, her journey stands as a testament to resilience, reinvention, and the art of balancing pragmatism with purpose.

Khushboo Patani is a woman of many dimensions—a Retired Major in the Indian Army, an engineer, a fitness coach, an entrepreneur, a counselor, and a tarot card reader. If life is a battlefield, she has conquered it with discipline, grace, and an unwavering belief in divine timing. Today, as she guides thousands toward wellness, self-mastery, and spiritual alignment, her journey stands as a testament to resilience, reinvention, and the art of balancing pragmatism with purpose.

From commanding a regiment in the Army to commanding attention on social media with a community of over 800,000 followers, Patani has seamlessly transitioned from military leadership to holistic healing. Her story isn't just about career evolution—it's about transformation at its core.

Discipline Meets Destiny: A Life of Multifaceted Mastery

"I have always believed in divine timing," Patani shares, her voice calm yet charged with conviction. "Each phase of my life—engineering, the Army, and now wellness coaching—has equipped me with unique tools. Engineering sharpened my analytical mind, the Army instilled resilience and discipline, and spirituality deepened my empathy. These experiences have shaped my sense of purpose—what I do and why I do it." It's this blend of structure and compassion that makes her approach to counseling truly holistic. Whether guiding corporate leaders or everyday individuals, Patani integrates her diverse expertise to address mental, physical, and spiritual wellness in a way that is both practical and profound.

Resilience Under Fire: Lessons from the Frontline

The Army is not for the faint of heart. From grueling training sessions to high-stakes decision-making, it forges individuals into warriors. But as Patani recounts, the greatest battles are often the internal ones. "There were days in training when I was physically drained, injured, and just didn't want to wake up. But in the Army, there's no 'second option'—you keep going, no matter what," she says. "That mindset shaped how I approach stress management today. I teach my clients to break challenges into manageable steps, stay present, and build resilience." This military-honed discipline now serves as the backbone of her wellness coaching, where she helps clients cultivate mental fortitude and inner stability, regardless of their external circumstances.

A Counselor at Heart: Understanding the Human Psyche

For over a decade, counseling has been Patani's daily ritual—first for her jawans in the Army, and now for individuals from all walks of life. This practice, she reveals, has given her unparalleled insight into human behavior. "Despite our unique stories, most challenges stem from universal emotions—fear, self-doubt, the need for validation," she explains. "Counseling has deepened my emotional intelligence and taught me that true healing happens when we address these root causes." With her growing online community, she remains committed to authenticity. "I don't overthink my content or aim for perfection. I show up as I am, and that's what creates a real connection," she says. Her social media presence is not about aesthetic curation—it's about real conversations, raw emotions, and genuine impact.







Tarot as a Mirror: The Science of Energy Alignment

While tarot cards are often seen as mystical tools for fortune-telling, Patani approaches them with the precision of an Army strategist. “Tarot is not about predicting the future—it’s about revealing subconscious patterns,” she clarifies. Through tarot readings, she helps clients identify emotional blocks, understand their decision-making tendencies, and align with their higher selves. “It’s a tool that brings awareness. And awareness is the first step to transformation,” she says. For business leaders, this blend of deep introspection and strategic decision-making is particularly powerful. “Spirituality provides clarity, and clarity fuels action,” she explains. “When leaders operate from inner alignment, their decisions become effortless and impactful.”

“And awareness is the first step to transformation”

The CEO Mindset: Empowering Leaders with Inner Stability

In the high-pressure corporate world, even the most successful professionals struggle with self-doubt. Patani recalls coaching a young CEO who felt inadequate because of his age. “At 24, I commanded hundreds of men in the Army. Leadership isn’t about age—it’s about confidence and clarity,” she says. Through meditation, tarot insights, and customized strategies, she helped him overcome his limiting beliefs. The result? A decisive, confident leader who not only enhanced his productivity but also found peace within himself. For Patani, success isn’t just about external achievements—it’s about inner mastery.

Meditation: The Non-Negotiable Habit for Peak Performance

Having practiced meditation for over 15 years, Patani credits it for her unwavering sense of balance. “Meditation has taught me patience, clarity, and presence,” she says. This practice forms the foundation of her coaching programs, where she helps clients

integrate mindfulness into their daily routines. “In just 21 days, people experience a profound shift in their stress levels, focus, and emotional well-being,” she reveals. Her philosophy is simple: Master the mind, and everything else falls into place.

The Fitness-Spirituality Connection: Training the Body and Soul

As a certified fitness and nutrition expert, Patani firmly believes that physical and mental wellness are inseparable. “The body, mind, and stomach are interconnected,” she states. “What you eat affects how you think and feel. How you train your body impacts your emotional resilience.” In her coaching sessions, she combines personalized fitness plans with mindfulness techniques, ensuring that her clients develop a holistic approach to well-being.

“Leadership isn’t about age—it’s about confidence and clarity”

Leadership Beyond the Battlefield: The Army’s Lasting Impact

Reflecting on her military tenure, Patani shares that the greatest leadership lessons aren’t just about strategy and command—they’re about responsibility and adaptability. “Accountability, quality over quantity, leading by example—these principles define my approach to coaching,” she says. “Whether you’re leading a team or leading yourself, the rules of success remain the same.”

Reframing Struggles: The Art of Seeing Challenges as Growth Opportunities

One of Patani’s core teachings is the ability to reframe negative experiences. “Life will keep testing us until we evolve,” she says. “The only way forward is to find the lesson within every challenge.” She encourages her clients to shift their perspective, viewing setbacks not as failures but as stepping stones toward growth. “When you change the way you see a problem, you change the

way you handle it. And that changes everything,” she asserts.

“The body, mind, and stomach are interconnected”

Digital Connection: Authenticity in the Virtual World

Despite the digital nature of her interactions, Patani has found a way to maintain deep, personal connections with her audience. “Authenticity is everything,” she emphasizes. “I engage directly through messages, live sessions, and my Sweaty Soldier Programs, which combine workouts, mindfulness, and spirituality.” Her approach isn’t about superficial engagement—it’s about creating real transformations. “When people experience genuine change, they recognize its value. That’s what builds true connection,” she says.

Quantum Consciousness, Education, and Expanding Impact

Looking ahead, Patani is delving into the intersection of quantum physics and spirituality, exploring ways to help individuals unlock their highest potential. She is also deeply passionate about reforming child education in India. “You’ll definitely see me making impactful contributions in this space in the future,” she reveals. Her ultimate goal? To create a world where strength isn’t just about physical endurance but about mental clarity, emotional intelligence, and spiritual wisdom.

The Legacy of a Warrior-Turned-Healer

From the battlefields of the Army to the battlefields of the mind, Khushboo Patani has mastered both war and wisdom. She has redefined what it means to be strong—not just in body, but in spirit. And as she continues to guide others on their journeys of self-discovery, one thing is clear: The world needs more leaders like her. Because true power isn’t just about winning battles—it’s about mastering oneself.





THE POLITICS OF “OTHERNESS”

In the dimly lit corners of art galleries across continents—from the bustling streets of London to the tranquil parks of Hyderabad—**Sujata Setia’s** photographs speak with a voice that transcends the boundaries of language. Her images are not just visual artifacts; they are testimonies, echoing stories often left unheard. A storyteller at heart and a photographer by passion, Setia’s journey is as layered and profound as the narratives she captures through her lens.

From Broadcast Waves to Light and Shadow

Setia’s career didn’t begin behind the camera. In fact, it was shaped first by the cadence of voices and the immediacy of newsrooms in India, where she thrived as a television and radio journalist. But life had different plans. A move to the UK in 2009 marked not just a geographical shift but an existential upheaval. Armed with a Master’s in International Relations from King’s College London, she found herself grappling with professional rejection—her Indian accent deemed too distinct for British radio and her lack of UK-specific experience shutting doors in television. “It was necessity, not choice,” Setia reflects. The rejection, however, carved a path toward an unexpected refuge—photography. What began as a personal coping mechanism during a period of clinical depression evolved into an artistic vocation. In many ways, her camera became a continuation of her journalistic mission: to give voice to the silenced, to frame the overlooked, and to document the narratives often buried beneath societal noise.



Art as a Lifeline

For Setia, art is more than aesthetic—it's survival. “Art is like speech to me,” she shares. Her early works brimmed with the allure of magical realism: whimsical portraits of children, families, and elderly subjects set against fantastical backdrops. These images, drenched in warmth and nostalgia, were her way of rewriting a traumatic childhood, one click at a time. But fantasy could only shield her for so long. As she matured, both as an artist and as a person, Setia felt an undeniable pull towards confronting her pain head-on. This pivot led her into socially engaged photography, where her lens became not just a tool of creation but of confrontation. Her work morphed from utopian dreams to raw, unfiltered realities—each photograph a mirror reflecting both her personal scars and the collective wounds of marginalized communities.

The Politics of “Otherness”

Central to Setia's artistry is the concept of “otherness”—a theme she knows intimately. Growing up in an environment shadowed by abuse, she developed an acute awareness of how easily violence can be normalized, hidden behind closed doors and polite facades. This understanding shapes her photographic ethos, compelling her to delve beneath statistics and reveal the human faces they often obscure. “Reducing someone's trauma to numbers is, in itself, an act of erasure,” Setia asserts. In her acclaimed series *A Thousand Cuts*, she navigates the sensitive terrain of domestic abuse within South Asian communities. Rather than sensationalizing suffering, Setia's portraits are acts of restoration—meticulously crafted to honor the dignity of survivors. Through participatory, trauma-informed practices, she collaborates with her subjects, ensuring they are co-authors of their narratives, not passive subjects framed for external consumption.

Weaving Tradition with Contemporary Vision

Setia's work stands out not just for its emotional depth but for its innovative fusion of traditional art forms with modern photography. In *A Thousand Cuts*, she integrates Sanjhi, an ancient Indian paper-cutting technique, to symbolize the layered nature of abuse and the historical roots of gendered power dynamics. The delicate, intricate cuts in her images metaphorically represent both the fragility and resilience of



the human spirit—each incision a mark of pain, yet also of survival. Her creative process is both cerebral and visceral. “I wanted to understand what is in it for the perpetrator,” she reveals, describing how the very act of making cuts into her prints helped her embody and examine the psychology of violence. This interplay between artistic ritual and personal reflection transforms her work into a space of both inquiry and catharsis.

Redefining Beauty, One Frame at a Time

Another hallmark of Setia's portfolio is her bold challenge to conventional beauty standards. *Changing the Conversation*—a series born from her experiences as a mother—questions societal norms that equate beauty with conformity. Inspired by her daughter Aayat's innocent yet heart-wrenching question, “Why am I not beautiful like the other girls in my school?”, Setia embarked on a mission to dismantle these toxic ideals. The series features individuals who have been marginalized for their appearance, creating powerful visual narratives that celebrate difference rather than stigmatize it. Through these portraits, Setia not only heals her own generational wounds but also fosters dialogue across communities, encouraging viewers to reassess their perceptions of beauty.

Recognition Without Complacency

Setia's work has earned her prestigious accolades, including the British Journal of Photography's Female in Focus Award (2022) and Photographer of the Year at the Tokyo International Foto Awards (2021). Yet, she remains grounded. “Awards are fleeting,” she muses. For her, true success lies not in trophies but in the transformative impact of her work—on both her subjects and her audiences. International exhibitions have

brought her art to diverse audiences, from elite galleries in Belgium and Italy to public parks in India. But Setia believes art shouldn't be confined to rarefied spaces. “Art must integrate into the everyday—parks, streets, markets—where people stumble upon it, unprepared, and perhaps, unguarded,” she says. This democratization of art is central to her philosophy, ensuring that her work reaches those who need it most.

Mentorship, Memory, and Moving Forward

Beyond creating art, Setia is committed to nurturing the next generation of photographers. Her workshops are less about technical mastery and more about storytelling—helping emerging artists find their voices and, in many cases, their healing. Teaching, she admits, is a reciprocal process. “It's an act of learning. Every story I hear shapes my own.” Currently, Setia is immersed in new projects, including an interdisciplinary collaboration in Kashmir, exploring women's roles in conflict zones—a subject often overshadowed by male-centric narratives. While she's hesitant to define her legacy, her intent is clear: “I just want to break the cycle. Even if it's for one person, that's enough.”

The Legacy of Bearing Witness


In an age where images are often fleeting—scrollable, forgettable—Setia's photographs demand pause. They are not just to be seen but to be felt, questioned, and remembered. Her work challenges us to confront discomfort, to witness pain without turning away, and to find beauty in resilience rather than perfection. Through her lens, Sujata Setia doesn't just capture moments; she captures movements—of hearts, of minds, of collective consciousness. And in doing so, she redefines what it means to be an artist: not just a creator of images, but a catalyst for change. ■



NEO-BOHÉME

Renaissance of Cultural Alchemy

ART DIRECTION & PHOTOGRAPHY VICTORIA KRUNDYSHEVA | CREATIVE DIRECTION (STYLING) ANDY BARVE | MUSE
VAISHNAVI LANDGE | STYLISTS BANMEET KAUR, ASTHA JAIN, & TANYA PAREKH | TALENT AGENCY INEGA



ART DIRECTION & PHOTOGRAPHY VICTORIA KRUNDYSHEVA | CREATIVE DIRECTION (STYLING) ANDY BARVE | MUSE
VAISHNAVI LANDGE | STYLISTS BANMEET KAUR, ASTHA JAIN, & TANYA PAREKH | TALENT AGENCY INEGA

In a world where boundaries blur and identities interlace, fashion emerges as the grand storyteller—spinning tales of heritage, revolution, and reinvention. Enter Neo-Bohème, a sartorial symphony where past and present collide, where East and West entwine in a seamless waltz of textures, silhouettes, and sensibilities. This is not just a trend; it is a movement, a testament to the infinite possibilities birthed from the amalgamation of cultures.

The Tapestry of Time: Threads That Bind Us

Neo-Bohème is the renaissance of wanderlust and heritage, a tapestry woven with the golden threads of tradition and the electric pulse of modernity. Picture the opulent embroidery of Moroccan djellabas meeting the deconstructed tailoring of Parisian couture. Imagine the fluid drapery of the Indian saree morphing into the sharp minimalism of a Tokyo avant-garde aesthetic. It is an ode to those who refuse to be confined by singular definitions, embracing the poetry of multiplicity in every stitch. What is striking about this movement is its ability to transcend geographical limitations, blurring the edges of identity. The ornate beadwork of the Maasai people finds kinship with the gilded embellishments of Byzantine regalia. The rebellious spirit of London's punk meets the regal sophistication of Ottoman-era kaftans. Fashion ceases to be mere clothing; it becomes an artistic conversation between civilizations, eras, and philosophies.

Defying the Norm: The Art of Unexpected Pairings

Gone are the days when tradition was synonymous with nostalgia. Neo-Bohème is a rebellion—against uniformity, against expected narratives, against the idea that fashion must conform to a singular lineage. It is about audaciously pairing the unpairable: A Mongolian deel reimagined as a high-slit evening gown, worn with leather gladiator boots. A delicate Japanese kimono cinched with a street-style harness. Fragments of antiquity repurposed into ultramodern silhouettes. Here, the unconventional is sacred. The unexpected is revered. The avant-garde is embraced with an almost spiritual devotion. Each ensemble becomes a living, breathing archive of the world—a love letter to the artisans, the weavers, the revolutionaries who dared to dream beyond their time.

The Future Is an Open Canvas

Neo-Bohème is not just about fashion. It is about a vision for a world where unity is celebrated through self-expression. It is about breaking free from colonial constructs of style and instead curating a wardrobe that tells the story of a thousand voices. It is maximalist yet minimalist, historical yet futuristic, structured yet fluid. It is a paradox that thrives in harmony. This is the era of cultural alchemy, where borders dissolve, and beauty is found in the interplay of the unexpected. Welcome to Neo-Bohème, where fashion is not just worn—it is lived, breathed, and embodied. ■



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VAISHNAVI LANDGE | STYLISTS BANMEET KAUR, ASTHA JAIN, & TANYA PAREKH | TALENT AGENCY INEGA



photographed / Kaustub Kamble

CROWNED TO CONQUER

Crowned Femina Miss India World in 2006, **Natasha Suri** embarked on a journey that took her from the dazzling world of pageantry to global runways and ultimately to the silver screen.

When it comes to the world of fashion, beauty, and entertainment, few figures have seamlessly transitioned across industries with the poise and passion of Natasha Suri. Crowned Femina Miss India World in 2006, Natasha embarked on a journey that took her from the dazzling world of pageantry to global runways and ultimately to the silver screen. Her story is a testament to talent, perseverance, and a relentless drive to push boundaries.

The Crown That Changed Everything

Winning the Femina Miss India World title was a dream come true for Natasha, but it wasn't just about the sash and crown—it was the beginning of a whole new world of opportunities. Coming from a modest background, she didn't have the luxury of designer wardrobes and extravagant styling. Instead, she borrowed clothes and shoes from friends to present herself impeccably on the grand stage. Her win was not just a personal victory; it was proof that sheer determination and raw talent could outshine even the most extravagant preparations. The impact of the win was immediate and transformative. As a beauty queen, Natasha was catapulted into the limelight, becoming a household name almost overnight. She recalls the intense media attention, the whirlwind of endorsements, and the newfound responsibility of representing India on an international platform. The victory was not just a title—it was an entry pass to an industry that values beauty, charisma, and confidence in equal measure.

Miss World: A Global Stage, A Broader Vision

Competing in the prestigious Miss World pageant in Poland was another milestone in Natasha's career. Amongst contestants from over 100 countries, she secured a place in the Top 10—an achievement that reinforced her place in the global fashion and beauty industry. She fondly recalls the camaraderie

among the contestants, the rigorous training sessions, and the unforgettable cultural exchanges. "Miss World broadened my perspective in ways I never imagined. It wasn't just about beauty—it was about intelligence, grace, and using your voice for a cause. I met inspiring women from across the globe, each carrying a powerful story. It was a life-changing experience." This experience gave Natasha a taste of global representation, a skill that would later help her transition smoothly into international modeling assignments and eventually, films.

Walking the Runway: The Art of Fashion

Post Miss World, Natasha became a coveted name in the modeling industry. Walking the ramp for fashion giants like Rohit Bal and Ritu Kumar, she witnessed firsthand the artistic and commercial aspects of fashion. However, modeling was no cakewalk. "The industry is as challenging as it is glamorous. The long hours, the physical demands, the constant scrutiny—it's an entirely different battlefield. But the joy of wearing exquisite couture, collaborating with legendary designers, and setting trends made it all worthwhile," she shares. Natasha reminisces about her most nerve-wracking moment—walking the ramp for a showstopper sequence where a malfunction almost happened. "I tripped slightly, but I recovered with a smile. The audience may not have noticed, but in my head, I lived a nightmare!" she laughs. Her resilience and ability to own every moment on stage made her a favorite among designers and fashion houses.

From Catwalks to Cinemas: A Star is Born

While Natasha had conquered the world of beauty and fashion, her artistic hunger led her to acting. Her silver screen debut came with the Malayalam hit King Liar, where she starred opposite superstar Dileep. "Modeling gives you a momentary presence on the runway, but acting allows you to embody a character and tell a story. I always wanted to explore this facet of my creativity," she explains. The transition wasn't without its challenges—learning the nuances of acting, working in a different language, and adapting to a film set's demanding schedule. Her debut film was a success, and soon Bollywood came calling. With projects like Inside Edge and Tipppsy, she proved that she was not just a pretty face but a powerhouse performer.

The Art of Choosing Roles

Natasha's filmography is as diverse as it is impressive. From the high-intensity drama of Inside Edge to the thrilling charm of Tipppsy, she has played a variety of roles, each unique and challenging in its own way. "I choose roles that excite me, roles that challenge me as an actor. Whether it's a glamorous role or a gritty character, I want to keep evolving. I don't want to be typecast. Cinema is about storytelling, and I want to be a part of stories that resonate with people." For Natasha, scripts with substance matter more than screen time. She admires actors who take risks and believes that versatility is the true mark of a great performer.

Beyond the Glamour: Giving Back & Staying Grounded

Despite her stardom, Natasha remains deeply connected to her roots. She actively engages in philanthropy, supporting various social causes related to women's empowerment and education. "Fame is transient. What truly matters is the impact you leave behind. If I can use my voice to bring change, even in a small way, I consider that success." She also emphasizes the importance of mental and physical well-being. "The entertainment industry is ruthless. Self-care, meditation, and surrounding yourself with positivity is essential. It's easy to lose yourself in the glitz, but true beauty is being comfortable in your own skin."

The Future is Bright

With more film projects lined up and an ever-expanding portfolio, Natasha Suri continues to break barriers and redefine what it means to be a modern-day star. "I've come a long way from the girl who borrowed clothes for her first pageant. Every step has been a learning experience, and I'm grateful for all of it. I believe the best is yet to come." Natasha's journey is not just about fame and glamour—it's about resilience, reinvention, and the courage to chase dreams against all odds. From the pageant stage to the movie screen, she has truly made her mark, and the world is watching in anticipation of what she will conquer next. ■



AMY JACKSON X VERSACE

RED CARPETS, RAW CREATIVITY

Known for her impeccable eye, effortless cool, and ability to seamlessly blend high fashion with personal flair, **Kirsty Stewart** has styled everyone from rising music stars to household names gracing the red carpets of Cannes and BAFTA.

Trends shift with the seasons and fashion icons are made overnight, few stylists manage to carve out a signature aesthetic that feels both timeless and refreshingly modern. Kirsty Stewart is one of those rare talents. Known for her impeccable eye, effortless cool, and ability to seamlessly blend high fashion with personal flair, she has styled everyone from rising music stars to household names gracing the red carpets of Cannes and BAFTA. But Kirsty's journey to the upper echelons of fashion wasn't paved with glossy internships or a meticulously mapped-out plan—it was spontaneous, fearless, and fueled by an undeniable passion for style.



OLIVIA NEILL X YSL

From Serendipity to Stardom

Kirsty Stewart's love affair with fashion began not in the pages of glossy magazines or the front rows of runway shows, but in quiet hours spent obsessing over archival imagery from the '90s. Calvin Klein's minimalist mastery and Tom Ford's sultry, unapologetic Gucci campaigns weren't just aesthetic inspirations—they were the seeds of a future career Kirsty didn't even know she wanted yet. "I always knew I wanted to work in fashion, but I wasn't sure exactly how," she reflects. That clarity arrived unexpectedly when her childhood best friend, now an actress, needed a stylist for a press junket. Kirsty, then 25 and working as a buyer,

had no formal experience. "I had no clue what I was doing—no internships, nothing. But I jumped in headfirst and figured it out as I went." What followed was nothing short of cinematic. That one gig led to styling sessions for the Cannes Film Festival, the BAFTAs, and covers for high-profile magazines like L'Officiel. "It wasn't easy, but it was exciting, and it made me fall in love with styling," Kirsty says, her eyes sparkling with the thrill of those early, defining moments.

The High-Stakes Glamour of Red-Carpet Styling

While Kirsty makes red-carpet glamour look effortless, behind every flawless look

lies a flurry of activity that's anything but serene. "Even with meticulous preparation, unpredictability is inevitable," she admits. Deliveries get held up at customs, PR agencies send the wrong outfits, and yes—wardrobe malfunctions are as real as they are inconvenient. In these high-stakes environments, Kirsty's calm demeanor is her superpower. "Staying calm under pressure and communicating clearly with my team is essential," she says. Whether she's orchestrating last-minute alterations or reimagining an entire look hours before an event, Kirsty thrives in the chaos, her focus unshakeable.

Editorial Alchemy: Crafting Visual Narratives

Though her heart beats strongest for the personal connections forged through styling individuals, Kirsty’s editorial work reveals another layer of her artistry. She speaks with particular fondness about styling FLO for NME and crafting bold, expressive visuals for artists like Coi Leray and Olivia Neill. “Editorial work isn’t my primary focus, but I really enjoy the creative freedom it offers,” she explains. Without the constraints of client preferences or brand directives, Kirsty taps into a more experimental, avant-garde side of her vision. Most recently, her collaboration with Olivia Neill for Rollacoaster’s Chanel special showcased her knack for blending classic elegance with contemporary edge—a signature that’s becoming distinctly ‘Kirsty Stewart.’

Balancing Brand Identity with Personal Vision

Kirsty’s work with major brands like Nike and Coca-Cola highlights her versatility. Navigating the space where corporate identity meets personal creativity is an art in itself. “It’s all about finding that sweet spot where a brand’s identity and my creative vision align,” she says. Her process begins with deep research—immersing herself in the brand’s values, history, and aesthetic DNA. From there, it’s a delicate dance between honoring tradition and pushing boundaries. “Collaboration is key,” she emphasizes. The goal isn’t just to create beautiful images but to tell authentic stories that resonate with audiences on a deeper level.

The Human Element: Building Trust in an Industry of Glamour

Amidst the glitz and glamour, Kirsty’s approach to styling remains deeply human. Building trust with clients, especially in the fickle world of entertainment, is about more than just delivering stunning looks. “It all starts with really getting to know my clients—understanding their style, what they’re comfortable with, and helping them feel their best,” she says. Open communication, consistency, and authenticity are the pillars of her client relationships. “Over time, I’ve built strong relationships by being reliable, easy to work with, and always putting my best effort into making their vision a reality,” Kirsty shares. This ethos has not only earned her a loyal client base but also a reputation for integrity

in an industry where that’s often hard to come by.

Sustainability with Style

In an era where sustainability is no longer optional, Kirsty’s approach to eco-friendly fashion is refreshingly practical. “I love incorporating vintage and second-hand pieces into my styling work,” she says. For her, it’s not just about reducing waste—it’s about celebrating the unique history and craftsmanship of these pieces. Vintage items add depth and personality to a look, infusing modern ensembles with character and charm that off-the-rack pieces often lack. “There’s something special about sourcing one-of-a-kind items that have a story,” Kirsty notes, highlighting how sustainability and storytelling go hand in hand in her creative process.

Cultural Sensitivity in Global Fashion

Kirsty’s international clientele has broadened her perspective on fashion’s cultural dimensions. “Every culture brings something different to the table,” she says. When styling clients from diverse backgrounds, she prioritizes cultural awareness and respect. “Fashion is often tied to culture, values, and history, so I approach each project with sensitivity,” Kirsty explains. Whether she’s integrating traditional textiles or subtle cultural references, her goal is always to honor her clients’ identities while staying true to her aesthetic.

Evolving with Intention

Looking back, Kirsty acknowledges how much her styling approach has evolved. In the early days, she said yes to every opportunity, driven by the excitement of new experiences. Now, she’s more discerning. “I’ve learned that it’s important to be true to myself. No matter how big the opportunity, if it doesn’t feel like the right fit, it’s okay to turn it down.” This sense of self-awareness has been pivotal in shaping her career—not just as a stylist but as an artist with a clear, authentic voice.

Words of Wisdom for Aspiring Stylists

For those looking to break into the world of fashion styling, Kirsty offers simple yet profound advice: “Stay true to your own style and don’t be afraid to take risks.” She emphasizes the importance of building a strong network, maintaining professionalism, and—perhaps most crucially—being reliable.

“In fashion, your reputation is everything,” she warns. “I’ve seen stylists get blacklisted just for being late with returns.” In an industry where word travels fast, the smallest details can make or break a career.



STEPH HUI X ALAIA



SNOH AALEGRA X JADE CROPPER

A Lasting Impact

As Kirsty Stewart continues to shape the fashion landscape, her influence extends beyond the glossy covers and red-carpet moments. She represents a new wave of creatives—those who value authenticity over trends, substance over spectacle. Her message is clear: “Fashion isn’t just about clothes. It’s about confidence, expression, and storytelling.” And if Kirsty’s career is any indication, it’s also about taking risks, trusting your instincts, and never underestimating the power of a well-chosen vintage blazer. In a world obsessed with the next big thing, Kirsty Stewart’s timeless elegance is exactly what fashion needs right now. ■



A JOURNEY CARVED IN GRIT

World that thrives on glamour, pretense, and the carefully curated façade of perfection, Rozlyn Khan emerges in that as a raw, unapologetic force—an artist who refuses to be confined by society's expectations. From bold activism to battling cancer with disarming honesty, Rozlyn's journey is not just about the glitz of the entertainment world; it's a testament to resilience, rebellion, and radical authenticity.

From Gladrags to the Stage

Rozlyn's entry into the entertainment industry wasn't the stereotypical "discovered at a coffee shop" tale. It began with her stint as a Gladrags Mega Model, opening doors to print shoots and commercials for brands like Fruity and Monaco. But modeling was just the first layer of her artistic expression. The glossy magazine covers and ad campaigns didn't quench her thirst for depth. "I realized I needed to be professionally trained as an actor," Rozlyn recalls. This realization led her to acting classes, marking the beginning of a transformative journey. However, the path was anything but smooth. When opportunities in mainstream cinema didn't knock, Rozlyn turned to theater, a decision that redefined her career. The stage became her sanctuary. Over a decade, she breathed life into more than 100 characters, performing in plays based on literary giants like Munshi Premchand and Saadat Hasan Manto. One of her most powerful roles, Sugandhi, based on Manto's poignant narrative, showcased her fearless commitment to storytelling. But perhaps the most defining role was in Ishq Jale Toh Jale Aisa, where she portrayed Amrita Pritam—a role she embraced fresh out of cancer treatment, her cropped hair mirroring Amrita's iconic look. "When I wasn't offered good roles in films, I took the path of theater," Rozlyn says with quiet defiance, proving that true artists create their own stages.

Activism in the Spotlight: Bold Moves for a Cause

Rozlyn's courage transcends performance. Known for her provocative PETA campaigns—like the striking bathtub shoot filled with blood-red water to protest animal cruelty—she has never shied away from controversy if it meant amplifying her message. "Animals are close to my heart. At one point, I had 20 cats at home," she shares. Today, she cares for four Persian cats and several strays, embodying the activism she advocates for. But Rozlyn's boldest act wasn't for the camera; it was for a cause deeply personal—breast cancer awareness. In an industry obsessed with flawless beauty, Rozlyn stripped away the artifice, baring both body and soul in a topless photoshoot to challenge the stigma surrounding breast cancer. The irony? While urging others to prioritize self-exams, Rozlyn overlooked her own health until it was almost too late. "I

found the lump but thought, 'Mujhe thodi ho sakta hai.' I got tested only when I reached stage 4," she admits candidly. This brutal honesty isn't a soundbite; it's the heartbeat of her advocacy.



Criticism, Cancer, and Courage: The Public and the Personal

Rozlyn's self-examination video—a bold, six-step guide—sparked backlash. Critics labeled it attention-seeking, dismissing the raw vulnerability beneath the surface. "Feedback was harsh, but I did my best to encourage women to do it regularly," she says, unflinching. Her battle with cancer became a public narrative, not for sympathy, but for solidarity. "Social media became my voice when I was sitting, healing, and socially distancing," she reflects. Unlike celebrities who curate polished "awareness" campaigns, Rozlyn's story is unfiltered. She doesn't romanticize her struggle. She lives it, shares it, and—most importantly—owns it. "I'm in remission, living a quality life. Recovery is ongoing," she says, her words grounding the reality of stage 4 cancer. She isn't chasing cinematic comebacks; she's redefining what a comeback means.

Art Without Apologies: Redefining Entertainment

Rozlyn's career is a mosaic of unconventional choices. In 2013, she became the first Bollywood star to have her own web-comic, voiced the lead in the animated film Savita Bhabhi, and even dabbled in television with Crime Alert. But mainstream acceptance often eluded her. "TV wasn't for me. They shot 10 scenes a day, but I believe in quality over quantity," she states. Instead, she gravitates towards OTT platforms, stand-up comedy, and short films—spaces where artistry isn't boxed into formulas. Her creative process is fearless, unbound by industry norms. "I just voiced Savita Bhabhi as an artist. I was ahead of my time," she

laughs, acknowledging the controversies that followed. But regret isn't part of her vocabulary. Every project, whether praised or criticized, is a chapter in her unapologetic narrative.

Balancing Fame, Health, and Humanity

Navigating fame while battling a life-threatening illness isn't a script many can write. For Rozlyn, it's reality. "I attend events, do theater, and perform stand-up comedy. Since I'm not tied to full-time commitments, I get 'me time,'" she explains. Her relationship with social media is equally nuanced. Beyond brand promotions, her platforms are vehicles for social responsibility. "If even one woman takes me seriously and saves her life, that's enough," she says, dismissing the superficiality often associated with influencer culture.

Legacy in the Making: More Than Just a Name

For someone often labeled "controversial," Rozlyn's legacy isn't about shock value. It's about impact. She's the artist who used her voice when silence was expected. The woman who bared her scars in a world obsessed with perfection. The activist who turned criticism into conversation. Her advice to aspiring artists is simple yet profound: "Work on your craft. If not today, you'll get paid for your talent. The industry is tough, filled with favoritism, but it's not impossible. We have OTT, YouTube, theater—platforms where true artists shine." To her fans—the strangers who became her support system—Rozlyn offers heartfelt gratitude. "I feel so humbled. The industry didn't support me, but my fans did. They gave me the confidence to survive."

The Final Act: A Life Lived Loudly

Rozlyn Khan is more than her roles, more than her activism, more than the battles she's fought. She's a woman who turned life's harshest scripts into performances that resonate beyond the stage and screen. In a world obsessed with perfection, Rozlyn chooses authenticity. In an industry built on façades, she remains fearlessly real. And in the face of mortality, she lives—not quietly, but loudly, boldly, and beautifully. After all, survival isn't just about breathing. It's about living—and Rozlyn Khan is very much alive.

A portrait of Mohit Hiranandani, a man with dark, wavy hair and a beard, looking off to the side. He is wearing a black and red track jacket. The background is a warm, orange-toned wall with a shadow of his arm and hand cast on it.

A STAR WHO'S HERE TO STAY

In the world of entertainment, few personalities manage to captivate audiences across multiple domains. **Mohit Hiranandani** is one such name—model, reality TV star, actor, and social media influencer. From his breakthrough on MTV Splitsvilla 10 to his compelling performances in television dramas like Patiala Babes and Molkki, Mohit's journey is a testament to persistence, passion, and a knack for reinvention. In an exclusive interview with Popp Dapp, Mohit opens up about his journey, personal style, fitness struggles, love for Indian food, and the unwavering support of his family. Here's an inside look at the man who wants to be a star and won't stop until he gets there.

Splitsvilla & Stardom: The Highs and the Reality Check

When Mohit became the first contestant from Kolkata to participate in MTV Splitsvilla, his goal was simple—survival. “It’s a show where I had to flirt my way to stay relevant,” he laughs. While his upbringing didn’t necessarily prepare him for the dating reality show’s intense competition, his experience handling his father’s women’s apparel business gave him a certain ease in dealing with women. Splitsvilla brought him a sudden wave of fame, allowing him to travel frequently, attend high-profile events, and earn substantial money. “For about 8-10 months, I lived like a king,” he admits. But fame is fleeting. “The reality hit that there will be another season, and your light will dim.” That realization led him back to auditions, teaching him a crucial lesson: never let the fame leave you, stay humble, and keep hustling.



From Reality TV to Acting: Chasing the True Dream

Despite his initial rise through reality TV, Mohit always had a bigger plan—acting. “I’d told my dad I wouldn’t come back home until I’d made something of myself,” he shares. While Splitsvilla gave him recognition, his

heart was set on scripted performances. Offers for other reality shows followed, but he turned them down. “Acting is something I love. It’s something I probably do every day without realizing it. I live for the cameras, the lights, the set ka chai.” His transition to acting with Patiala Babes and Molkki cemented his place in the television industry. Unlike reality TV, acting demanded discipline, skill, and a deep connection with characters—a challenge Mohit fully embraced.

Personal Style: A Fashion Statement Beyond the Basics

Mohit’s fashion sense is as dynamic as his career. “I hate being basic,” he declares. Viewing fashion as an art form, he’s unafraid to experiment, knowing that not everyone will understand his choices. “Just like some people don’t get abstract paintings, they don’t get my fashion either—and that’s okay.” His biggest source of inspiration? Pinterest.

Social Media: Balancing Authenticity & Public Expectations

With a substantial following on Instagram, Mohit understands the power and pitfalls of social media. “I try to stay as real as I can, but I don’t abuse as much,” he says, acknowledging the fine line between authenticity and public perception. “The internet being so cheap has done as much harm as good. What I might say openly in a group of friends, I wouldn’t say online—people get offended too easily these days.”

Food & Fitness: A Reluctant Gym-Goer and a Devoted Indian Food Lover

While Mohit’s on-screen presence demands a fit physique, his approach to fitness is refreshingly honest. “I hate working out! I hope the fad of actors needing to look a certain way disappears,” he jokes. Despite his aversion to the gym, he pushes himself to stay fit naturally—no shortcuts, no steroids. “I don’t want to feel old, and my profession requires me to stay in shape.” His love for food, on the other hand, is unwavering. “I need my dal chawal, dal makhani, or butter chicken even if I’m traveling. My wife and I always look for Indian restaurants abroad,” he confesses. No matter where life takes him, Indian cuisine remains his comfort zone.

Supportive families are rare in the entertainment industry, but Mohit considers himself incredibly lucky. “I wish everyone could have a family like mine. They check up on me, worry about the industry’s rejections, and reassure me that they’re there for me.” His relationship with his wife, Steffi Kingham, is another anchor in his life. “I married the same woman thrice. My family jokes that they can’t keep giving me gifts every time,” he laughs. What has marriage taught him? “That nobody will ever love me or understand me the way she does. She makes me a better human being.”

Future Aspirations: The Relentless Pursuit of Stardom

Ask Mohit about his ultimate goal, and his answer is crystal clear: “I wanna be a star. I’m gonna use all the fuel in me to get there.” His hunger for success is undeniable, and his journey so far suggests he has the drive to make it happen.

Handling Criticism & Staying Grounded

Public figures inevitably face criticism, but Mohit has his own way of dealing with it. “Nothing a stiff drink can’t solve,” he jokes. But in reality, his strong support system—his wife, family, and friends—keeps him grounded. “When I hit a low, these guys pull me out of it. And yes, I still need a couple of drinks first.”

Lessons for Aspiring Actors

To those dreaming of making it in the entertainment industry, Mohit offers some hard-hitting advice: “Don’t lie to yourself. Know if you can actually act. No coach can teach you acting—they can only refine what’s already there.” He warns that the journey comes with relentless rejections but insists that once success arrives, it makes every struggle worth it.

A Star in the Making

Mohit Hiranandani’s story is one of ambition, self-discovery, and an unrelenting drive to succeed. From reality TV to mainstream acting, from fashion experimentation to social media authenticity, he continues to carve a unique path in the entertainment industry. And while he’s enjoyed the highs and learned from the lows, one thing is certain—Mohit is not stopping until he reaches the stars. One thing’s for sure: he’s well on his way.





NEW ERA OF MARKETING LEADERSHIP



When businesses are inundated with digital marketing agencies vying for their attention, one visionary entrepreneur has redefined the way brands approach marketing leadership. **Pragya Chopra**, the founder of OnOffOnline CMOaaS™ (CMO-As-A-Service), has introduced a game-changing model that enables businesses to access high-caliber marketing leadership without the need for a full-time hire. Her unique approach fuses strategy, execution, and performance-driven results, reshaping the digital marketing landscape for mid-sized businesses in FMCG, apparel, hospitality, media, and lifestyle.

Breaking Away from the Social Media Agency Mold

Pragya's journey into marketing leadership began as a conventional social media agency owner. However, in December 2023, she made the bold decision to transition away from this saturated market. "I frequently talk about 'How I Killed My Social Media Agency'—and why I did it," she shares. "The market is flooded with agencies offering competitive pricing, making social media marketing a price-driven decision rather than a value-based one. Business owners end up juggling multiple agencies without a streamlined approach to their overarching marketing goals." This lack of strategic alignment led Pragya to establish OnOffOnline CMOaaS™, a model designed to provide businesses with a single accountable marketing partner who not only orchestrates their marketing efforts but also ensures that every dollar spent contributes towards measurable growth.

Marketing Leadership with a Performance-Driven Approach

What truly sets OnOffOnline apart is its commitment to delivering concrete results within 90-180 days—without requiring any upfront investment from clients. Pragya's strategies focus on tangible business outcomes, with pay-per-performance structures that align incentives for all parties involved. "Our mission is to help marketing-led businesses access proven marketing leadership, strategies, and systems that drive revenue and awareness—fast and effectively," she explains. "We don't just act as an outsourced agency; we integrate as part of the client's core team."

The Secret Behind the 90-180 Day Success Model

At the heart of OnOffOnline's success lies a suite of proven strategies that facilitate rapid brand growth:

- Business to Brand™ – Elevating businesses into recognizable brands.
- Grow Your Instagram™ – Leveraging Instagram for organic and paid growth.
- Ads That Convert™ – Focused ad campaigns that generate real revenue.
- Break the Internet™ Campaign – Viral marketing strategies to create buzz and engagement.

"Our fee structure is based on

performance. We only get paid when we achieve the target outcomes. That means our clients aren't just spending money on marketing—they're investing in results," Pragya states.



Seamless Remote Collaboration in a Digital-First World

One of the standout aspects of OnOffOnline is its remote-forward work environment. In an era where digital collaboration is the new norm, Pragya has devised a system that ensures smooth communication, accountability, and execution across teams. She outlines the key tools and strategies that keep her teams and clients aligned:

- Specific check-in dates for structured progress tracking.
- WhatsApp voice notes – A surprisingly powerful tool for quick communication.
- Google Meet & Slack – Ensuring transparent collaboration across time zones.
- Live Excel sheets, Notion, and dedicated Slack channels – Providing real-time updates on project status.

By setting clear Key Performance Indicators (KPIs) and ensuring that every marketing

dollar is accounted for, OnOffOnline eliminates inefficiencies commonly associated with working with multiple agencies.

Staying Ahead in the Ever-Evolving Digital Marketing Landscape

Digital marketing is an industry that never stands still, and Pragya understands the importance of staying ahead of the curve. Unlike traditional retainer-based agencies that often lack accountability, OnOffOnline is built on agility, innovation, and data-driven strategies. "We are not your next-door social media agency. We are not another retainer-fee agency. We are the single accountable partner for busy founders, ensuring that all marketing efforts align with specific business outcomes," she asserts. Pragya's approach is particularly valuable for mid-sized businesses that need high-level marketing expertise but are not yet ready to commit to a full-time Chief Marketing Officer. With OnOffOnline, they gain access to a team of industry experts, each specializing in different facets of digital marketing, under a single leadership structure.

The Future of OnOffOnline and the Evolution of CMOaaS™

As more businesses recognize the inefficiencies of the traditional agency model, the demand for Fractional CMOs and performance-based marketing leadership is on the rise. OnOffOnline is not just responding to this demand—it's leading the way. Pragya envisions an ecosystem where businesses can achieve marketing independence, transitioning key marketing functions in-house through Cloud Agency Systems™—a systematic approach to marketing management that allows brands to scale effectively. "The future of marketing is not about having more agencies. It's about having the right leadership, the right strategies, and the right execution. When our clients win, we win," she concludes. With its pioneering CMO-As-A-Service model, OnOffOnline is redefining marketing leadership for the digital age, proving that businesses don't need to spend recklessly on marketing—they just need a smarter way to do it.





ART AS A MIRROR, ART AS A DREAM

Varunika Saraf is not just a painter; she is a chronicler of wounds, both ancient and alarmingly fresh. Her art isn't decorative; it's declarative.

The world obsessed with speed, surface, and spectacle, and there exists an artist whose work demands the opposite—reflection, confrontation, and an uncomfortable intimacy with the histories we'd rather forget. **Varunika Saraf** is not just a painter; she is a chronicler of wounds, both ancient and alarmingly fresh. Her art isn't decorative; it's declarative. Through layers of meticulously crafted wasli, dyed fabrics, and the ghostly echoes of Mughal miniatures, Saraf tells stories that the world often tries to silence. Meeting Saraf—or rather, encountering her

through her words—is like stepping into a space where time folds in on itself. She speaks with the clarity of someone who has spent years dissecting both art and history, refusing to separate the two. “I cannot make art disconnected from the time we are inhabiting,” she says. This isn't a casual statement; it's the very foundation of her practice.

Art as a Mirror, Art as a Dream

Saraf's work engages deeply with violence—not the sensationalized versions we scroll past in newsfeeds, but the systemic, historical, and often invisible kind. “Through my work, I highlight the signs and portents

that surround us,” she explains. “It's our collective responsibility to determine whether these signs warrant public concern.” There's no neutrality in her world; to create “apolitical” art, she argues, is to quietly uphold the status quo. Instead, she insists on holding up a mirror to society's fractures while daring to imagine that another world is possible. But how does an artist navigate the emotional weight of such heavy themes? For Saraf, it's not about detachment but immersion. “The task of dreaming falls on all of us,” she says. In that space between reflection and resistance, her art becomes both a lament and a call to action.

The Mughal Lens: History as Material

Saraf's fascination with Mughal art began with two seemingly simple birthday gifts—a copy of *India: Art and Culture, 1300-1900* and *Master Artists of the Imperial Mughal Court*. For most 13-year-olds, these might have been dusty footnotes in a fleeting teenage phase. But for Saraf, they were portals. She speaks of Mansur's painting of a man climbing a chinar tree and Basawan's sketch of an emaciated horse with a kind of reverence usually reserved for personal memories. These weren't just historical artifacts; they were revelations. Since 2011, Saraf has worked predominantly with wasli, a traditional Mughal technique of layering paper. But she's transformed it—scaling it up, saturating it with washes of pigment that bleed like the echoes of forgotten histories. "Each stratum of colour is painstakingly built up," she explains, "just as wounds inflicted by hate scar our society." The medium isn't just a canvas; it's a metaphor. The very process of creating her work mimics the slow, often invisible seepage of historical trauma into the present.

Archives, Apocalypses, and the Anxiety of Now

Saraf's art feels like a dialogue across centuries. She mines archives not as a historian eager to preserve but as an artist determined to disrupt. Her research process—honed through academic rigor and an MFA in painting—is a labyrinth of texts, images, and histories. Medieval manuscripts like the *Augsburg Wunderzeichenbuch*, with their apocalyptic imagery, find new life in her work. Why the fascination with doomsday visions? Because, as Saraf suggests, they offer a language to process our contemporary anxieties. "The artworks created during this period are a remarkable human expression of hope and faith amidst uncertainty, calamity, and destruction," she says. In her art, medieval omens sit alongside modern nightmares—climate collapse, authoritarianism, systemic violence. Yet, it never feels like a history lesson. Instead, Saraf's work operates in that liminal space where the past and present bleed into each other, much like the pigments on her wasli.

The Tightrope Between Art and Academia

Balancing an art practice with academic research is, according to Saraf, "a tightrope walk." She pursued a PhD while actively exhibiting her work, an experience she describes as both enriching and exhausting.

"Looking back, I would not make the same decision again," she admits candidly. The relentless pace left little room for life beyond work. Now, she's more deliberate—her art comes first, and academia serves as a tool, not a master. Interestingly, while her research on Indian miniature painting's historiography shaped her intellectual framework, it didn't dictate her technique. "My practice led me to research, not the other way around," she clarifies. Her PhD wasn't about perfecting a skill but interrogating the very language we use to discuss art. Why do we label certain works as "miniatures"? What happens when art history ignores entire traditions simply because they don't fit within a colonial or Eurocentric framework?



"We always assume that global discourse is progressive; inversely, it is equally important to ask what kind of global discourse we are talking about"

Craft, Labour, and the Politics of Making

In Saraf's studio, the lines between "art" and "craft" dissolve entirely. She incorporates embroidery, block printing, and dyeing—techniques often relegated to the world of "craft" in the art world's outdated hierarchies. But she's done challenging that dichotomy. "It's highly redundant in today's day and age," she says. "The best way to be rid of it once and for all is by not

perpetuating it." For Saraf, the labour-intensive nature of her work isn't a meditative escape from the world; it's a direct confrontation with it. Each layer, each stitch, each brushstroke is an act of commitment—to the subject matter, to the process, to the very idea that art can hold space for difficult truths.

Global Conversations, Local Realities

Though Saraf's art is deeply rooted in the Indian context, its reach is undeniably global. She's participated in fellowships at institutions like the Getty Research Institute and the Max-Planck Institute, experiences that have enriched her practice indirectly. "These fellowships sparked conversations and friendships that continue to this date," she notes. It's through these dialogues that her work situates itself within broader global solidarities—conversations about decolonization, gender, climate change, and the ever-present specter of authoritarianism. Yet, she's wary of assuming that "global discourse" is inherently progressive. The art world, after all, is not immune to the very power structures Saraf critiques in her work. "We always assume that global discourse is progressive; inversely, it is equally important to ask what kind of global discourse we are talking about," she reminds us.

Holding Space for Honesty

Perhaps the most striking thing about Varunika Saraf is her refusal to conform—to art-world trends, to academic expectations, even to the pressures of activism. While her work grapples with urgent social and political issues, she rejects the idea that artists must be activists. "Each of us addresses different aspects of what makes us human," she says. For her, authenticity is the only non-negotiable. In exhibitions like *Caput Mortuum* and *The Chair in the Cloud*, Saraf doesn't offer easy answers. Instead, she creates spaces—both literal and metaphorical—where viewers are invited to sit with discomfort, to question, to remember. And perhaps that's the most radical thing an artist can do in a world obsessed with forgetting. As we wrapped up our conversation, I couldn't help but think of something Saraf said earlier: "The task of dreaming falls on all of us." In her art, that dream isn't always beautiful or comforting. But it's honest. And in a world of curated perfection, honesty might just be the most beautiful thing of all. ■



THE NEW FRONTIER

This isn't just a story of professional success; it's a masterclass in reinvention. But Madhav Kohli isn't your typical tech visionary. In fact, tech wasn't even on his radar.

World's obsessed with linear success stories, Madhav Kohli's narrative is refreshingly non-conformist. Imagine a young graduate, rejected from hundreds of jobs, sitting amidst a pile of unanswered applications, and then—fast forward a few years—founding Madoli Creative, a visual innovation studio that collaborates with global giants. Add to that a dash of prime-time television appearances, creative projects with A-list celebrities (some of whom had previously brushed him off), and an enviable portfolio that bridges art and technology.

This isn't just a story of professional success; it's a masterclass in reinvention. But Kohli isn't your typical tech visionary. In fact, tech wasn't even on his radar.

Accidental Genius: Falling Into the World of AI

"Tech and AI were never the plan," Kohli admits, almost with a hint of disbelief. A humanities student with a Bachelor of Science in Film Production from Boston University, his early academic journey was marked by anything but algorithmic thinking. "My engineering friends and I couldn't even sit together in the library because my 'homework'—which was to watch films—was too distracting for them," he jokes. His entry into the AI universe wasn't strategic; it was accidental. But like most great love stories, it was unexpected, unplanned, and utterly transformative. Caught up in the swirling currents of AI almost by mistake, Kohli found himself intrigued by machine learning, generative adversarial networks, and the endless possibilities they unlocked. What began as a detour soon became the main road—a dynamic landscape where art met algorithms, and creativity was no longer confined by traditional boundaries.



Redefining Merit in the Age of Machines

Kohli’s perspective on AI is not laced with technical jargon or corporate buzzwords. Instead, he speaks of merit—not as a rigid scale of technical skills, but as a canvas painted with vision and ideas. “Merit, when it comes to visual expression, is about perspective, not privilege,” he explains. In his world, it’s not about how many coding languages you know, but the stories you choose to tell through your work. He recalls his time on film sets in both the US and India, observing a stark contrast in how crew members were treated. In the US, lighting technicians discussed their creative projects with pride; in India, similar roles were met with condescension. “Can you say the difference in class reflects a difference in talent? I don’t think so,” Kohli reflects. “AI will help bridge that gap.” In this vision of the future, AI isn’t just a tool—it’s an equalizer. A force that democratizes creativity, amplifying voices that have long been muted by systemic hierarchies.

The Knife’s Edge: The Double-Edged Sword of Deepfake Technology

Of course, with great power comes great controversy. Deepfake technology, one of AI’s most provocative offspring, has sparked heated debates around ethics and security. Kohli, however, offers a refreshingly simple analogy. “A knife can be used to prepare a meal that reminds you of home, or it can cause harm. The tool itself isn’t the problem—it’s the person wielding it.” In a country as complex as India, with its myriad social, political, and cultural layers, deepfake technology carries both potential and peril. Kohli acknowledges the risk of misuse but refuses to paint AI with a singular, fear-driven brush. For him, it’s not about banning the blade—it’s about teaching people how to handle it responsibly.

AI as the Great Enabler: From Bureaucracy to Dreams

Ask Kohli about AI’s role in shaping India’s future, and his answer is bold: “AI is the final bridge India needs to transform into a first-world nation.” While skeptics fear job losses, Kohli sees liberation—from bureaucratic red tape, inefficient systems, and outdated educational models. But perhaps his most compelling argument lies in education. He envisions AI not just as a classroom assistant, but as a revolution in pedagogy—teaching civic awareness, communication skills, and critical thinking to the masses. “An informed

society is an empowered society,” he asserts. If AI can ignite curiosity and foster learning, its impact could ripple far beyond boardrooms and data labs, reaching the very heart of India’s social fabric.

Entrepreneurship in the Gig Economy: A Gen Z Manifesto

For young AI enthusiasts wondering about career prospects, Kohli’s advice is surprisingly unorthodox: don’t get a job—create one. “The world is moving toward a gig economy. You want to earn more? Do more gigs,” he says, echoing the words of a college professor who shaped his entrepreneurial mindset. For Kohli, entrepreneurship isn’t just a career choice; it’s a philosophy—a way to reclaim agency in an unpredictable job market. Whether it’s launching a start-up, freelancing in creative industries, or developing niche AI applications, the message is clear: own your narrative.

Corporate Creativity: The New Frontier

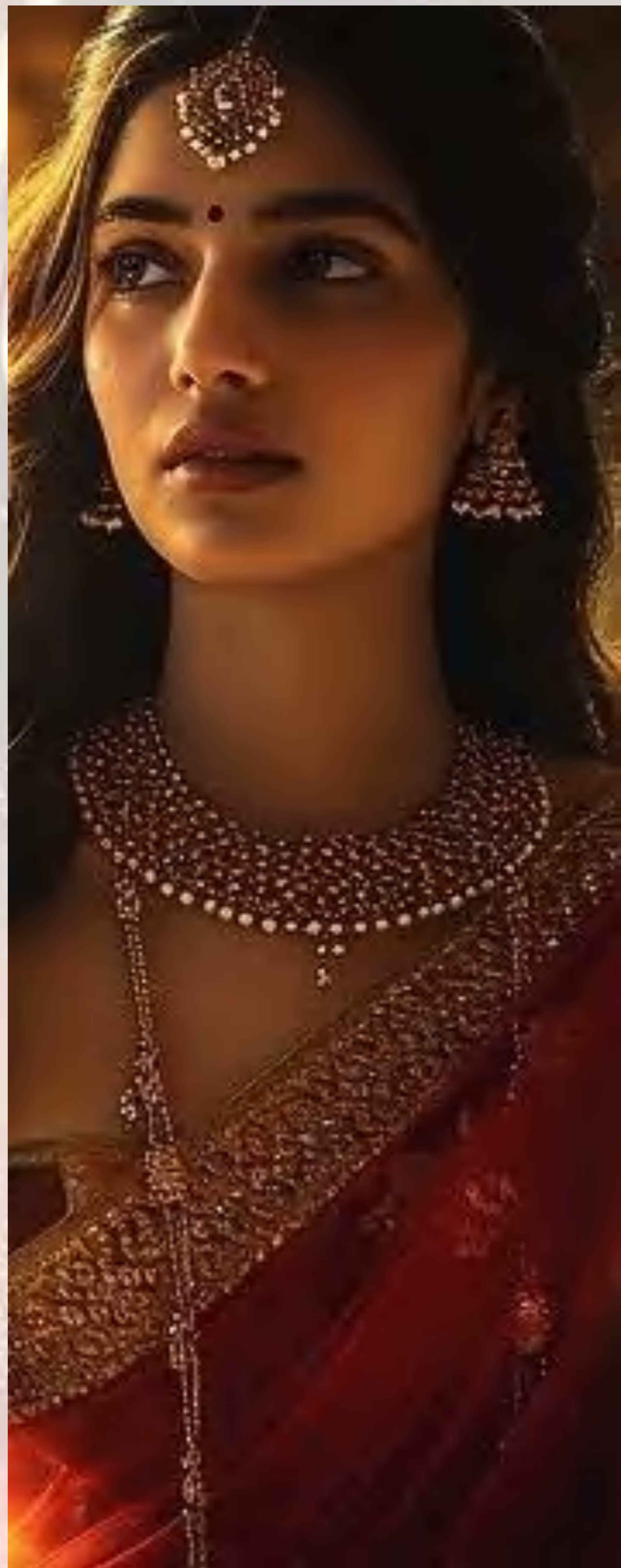
While many creatives shy away from corporate collaborations, Kohli leans in. His studio, Madoli Creative, has recently expanded its services to global corporate clients—a shift he describes as both challenging and exhilarating. “There’s something uniquely rewarding about working within the structure of corporate environments while injecting them with fresh, boundary-pushing ideas,” he explains. This isn’t about selling out; it’s about leveling up. For Kohli, the corporate world isn’t a constraint—it’s a canvas.

The Future? Bright. Bold. Boundless.

As our conversation winds down, I ask the inevitable question: What’s next? “The future looks bright,” Kohli smiles, his optimism as infectious as his curiosity. Between scaling Madoli Creative, diving into research and development, and exploring new intersections of art and technology, his plate is full—and his appetite for innovation shows no signs of waning. But beyond the projects, partnerships, and potential accolades, Kohli’s true legacy might lie in something far simpler: his refusal to be boxed in. Whether as a film student, an accidental AI enthusiast, or a creative entrepreneur, he’s living proof that the best stories are the ones that defy easy categorization.

A Parting Note: To the Dreamers and Doers

Before signing off, Kohli shares a heartfelt message for Popp Dapp’s readers: “I hope everything in your life turns out for the best. I hope you live the most happening life you can envision, one filled with happiness, warmth, and compassion. I love you.” It’s not the kind of sign-off you’d expect from an AI expert. But then again, nothing about Madhav Kohli is typical. And perhaps that’s the point. In an era obsessed with labels—tech guru, creative visionary, entrepreneur—Kohli’s story reminds us that the most powerful label is the one we write for ourselves. ■





TOP 5 ZODIAC SIGNS THAT WILL DOMINATE 2025

These five zodiac signs are set to thrive in 2025, experiencing major personal and financial transformations.

ULTIMATE GLOW-UP GUIDE 2025

WELCOME TO CELESTIAL TRAILBLAZERS

Where the cosmos meets confidence, and every zodiac finds its power and purpose.

Curated by Avijit Choudhary, a renowned celebrity tarot card reader, psychic, and astrology expert, this space blends intuition with a data-backed approach to decode destiny. With 18 years of expertise, Avijit is the Founder of Your Tarot India and Your Crystals India, transforming the way people connect with tarot, astrology, and spiritual healing.

Let’s dive into the stars and unlock your cosmic power!

LEO (JULY 23 - AUGUST 22) – THE STAR POWER GLOW-UP

Why Leo Will Dominate:

- Public recognition – this is your year to shine, whether on social media or in your career.
- Financial glow-up – expect a major money breakthrough.
- Love magnet – your aura is irresistible; expect deep, passionate connections.

Power Glow-Up Tip: Surround yourself with orange & gold, wear tiger’s eye & citrine, and work with The Sun Tarot Card for confidence.

ARIES (MARCH 21 - APRIL 19) – THE TRAILBLAZER’S TAKEOVER

Why Aries Will Dominate:

- Big career moves – leadership roles, new businesses, and financial wins.
- Magnetic confidence – people will be drawn to your energy and ambition.
- Rapid transformation – new beginnings in love, career, and personal growth.

Power Glow-Up Tip: Wear red & gold, use carnelian & pyrite, and embrace The Chariot Tarot Card to fuel ambition.

GEMINI (MAY 21 - JUNE 20) – THE SOCIAL BUTTERFLY’S SUCCESS STORY

Why Gemini Will Dominate:

- Powerful communication skills – expect new connections, media breakthroughs, and opportunities.
- Exciting love life – flirty, fun, and full of surprises.
- Travel & exploration – new adventures will bring major growth.

Power Glow-Up Tip: Wear yellow & sky blue, carry aquamarine & lapis lazuli, and work with The Magician Tarot Card for effortless manifestation.



SCORPIO (OCTOBER 23 - NOVEMBER 21) – THE PHOENIX RISES

Why Scorpio Will Dominate:

- Major life transformation – old patterns die, and new powerful beginnings emerge.
- Unexpected financial wins – investments and opportunities pay off.
- Magnetic attraction – people are drawn to your energy and wisdom.

Power Glow-Up Tip: Tap into black & deep red, use obsidian & garnet, and embrace The Death Tarot Card for personal rebirth.



CAPRICORN (DECEMBER 22 - JANUARY 19) – THE MONEY MAGNET YEAR

Why Capricorn Will Dominate:

- Big career milestones – promotions, raises, or business success.
- Massive financial wins – 2025 is the year of wealth creation.
- Spiritual growth – you’re stepping into a higher version of yourself.

Power Glow-Up Tip: Stick to earthy tones like brown & green, wear malachite & jade, and channel The Emperor Tarot Card for stability.



HOW EVERY ZODIAC SIGN CAN UNLOCK THEIR GLOW-UP IN 2025

Not on the power list? No worries! Every zodiac sign has a unique **glow-up path** this year.

♉ **Taurus** – Level up finances, embrace luxury. **Tarot:** The Hierophant. **Crystals:** Jade, rose quartz.

♋ **Cancer** – Strengthen emotional power, nurture relationships. **Tarot:** The Moon. **Crystals:** Moonstone, selenite.

♍ **Virgo** – Focus on routines, health, and discipline. **Tarot:** The Hermit. **Crystals:** Peridot, amethyst.

♎ **Libra** – Upgrade aesthetics, balance love life. **Tarot:** Justice. **Crystals:** Lapis lazuli, rose quartz.

♐ **Sagittarius** – Travel, learn, and expand horizons. **Tarot:** Temperance. **Crystals:** Turquoise, aventurine.

♒ **Aquarius** – Step into leadership, embrace innovation. **Tarot:** The Star. **Crystals:** Amethyst, celestite.

♓ **Pisces** – Heighten intuition, unleash creativity. **Tarot:** The High Priestess. **Crystals:** Labradorite, aquamarine.

CRYSTAL & TAROT ENERGY FOR 2025

Crystals You Need for 2025:

- Pyrite** – For financial growth and confidence.
- Citrine** – For career success and positive energy.
- Obsidian** – For protection against negativity.
- Rose Quartz** – For self-love and relationships.
- Amethyst** – For intuition and spiritual growth.

The Tarot Energy of 2025:

The Wheel of Fortune – Expect unexpected opportunities and major shifts!



ZODIAC AFFIRMATIONS FOR 2025

Power words to manifest your best year!

- ♈ **Aries** – "I am unstoppable. Success flows to me effortlessly."
- ♉ **Taurus** – "I attract wealth, love, and stability in all areas of my life."
- ♊ **Gemini** – "I communicate with ease, and opportunities come my way."
- ♋ **Cancer** – "I am emotionally strong, and love surrounds me."
- ♌ **Leo** – "I am a magnet for success, abundance, and admiration."
- ♍ **Virgo** – "I thrive in discipline, and my efforts lead to greatness."
- ♎ **Libra** – "I am balanced, beautiful, and radiate positive energy."
- ♏ **Scorpio** – "I rise from challenges stronger, wiser, and more powerful."
- ♐ **Sagittarius** – "I embrace adventure, and my destiny unfolds perfectly."
- ♑ **Capricorn** – "I am a wealth magnet, and success is mine."
- ♒ **Aquarius** – "My ideas create impact, and I lead with confidence."
- ♓ **Pisces** – "I trust my intuition, and my dreams become reality."

THE STARS HAVE SPOKEN, BUT YOUR JOURNEY IS
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RNI No. UPENG201978567

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VOL VI ISSUE II (FEB 2021)

English Quarterly