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Suruj Rajkhowa & Nin Kala
THE VISIONARY VANGUARDS

Shaping Creative Landscapes
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AASHNA CHOUDHARY
A Vision Rooted In Empathy & Leadership

Empowerment Through Expression
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EDITOR
Anuja Mathur

FINANCIAL OFFICER
Ashok Kumar

MANAGING DIRECTOR
Anuja

PUBLISHER
Kushagra

FASHION EDITOR
Aman Mathur

BRANDING & MARKETING HEAD
Sushmita Chatterjee

FASHION ASST.
Neha, Swati, Kunal, Sara & Ahanah

ADVERTISING & SALES
Kabir, Arpita & Karan

STYLISTS
Sahil, Dominic & Priyank

ASST. CONTENT CREATOR
Pratyusha, Shivika, Karan & Sahil

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Alambagh Lucknow Uttar Pradesh – 226005

EDITOR'S CONTACT DETAILS
Anuja Mathur
Contact No. : +91-9765071946, +91-9792666689
Email : editorpoppdapp@gmail.com

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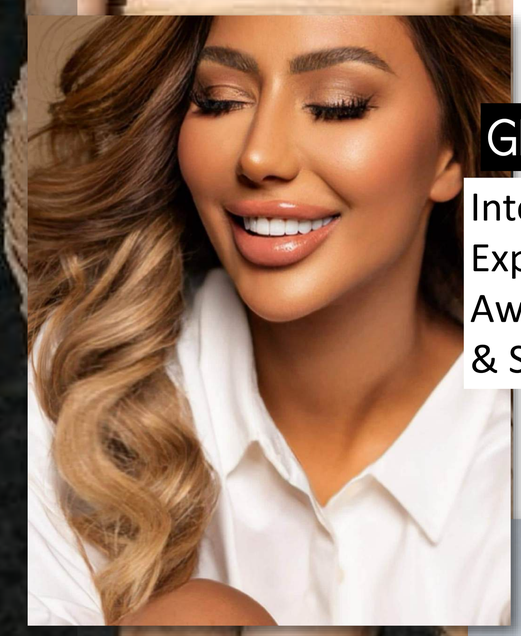
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CONTRIBUTORS

(Oct-Nov 2024 Issue)



GINA BADHEN

International Beauty Expert & Educator Award winner. Beauty & Skincare Writer.



HARSHIT GUPTA

Harshit Gupta is a multi-talented artist known for his work in visual direction, fashion styling, and photography.



AVIJIT CHOUDHARY

Avijit is a seasoned tarot card reader with 17 years of experience and the founder of Your Tarot India.



A meticulously crafted narrative, celebrating trailblazers who continually push the boundaries of creativity, identity, and self-expression!

Welcome to the October-November 2024 edition of Popp Dapp, where each page reverberates with the vibrant pulse of innovation, resilience, and artistry from some of the most exceptional talents of our times. This issue is a meticulously crafted narrative, celebrating trailblazers who continually push the boundaries of creativity, identity, and self-expression. With its dynamic content, Popp Dapp aims to be more than just a magazine – we aspire to be a chronicle of modern lifestyle, a source of inspiration, and a compass pointing toward the future of culture and influence.

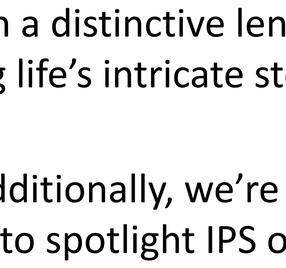
On our cover, we are thrilled to feature the inimitable Adah Sharma, a versatile actor who embodies grace, grit, and an infectious passion for her craft. Known for her eclectic roles and fearless approach to the entertainment industry, Adah opens up about her journey, the philosophies that ground her, and the vision she carries for her work and beyond. Her story, a testament to courage and reinvention, sets the tone for an issue dedicated to those who redefine norms and leave indelible marks on their fields.

Inside, readers will find interviews and insights with an impressive array of icons and innovators. Rhea Gupte and Ritnika Nayan share their creative processes, revealing the nuances of their success as multi-faceted entrepreneurs. Mountaineer Madhusudan discusses his high-altitude adventures that redefine the limits of human endurance, while Diandra, a global supermodel, reflects on her career's evolution and the intrinsic value of authenticity in fashion.

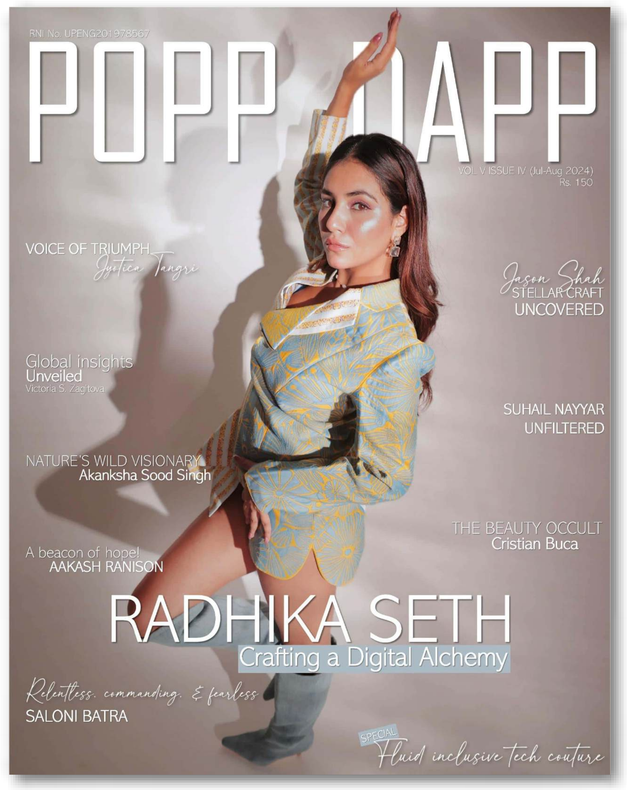
Our editorial spreads feature Yashita, a content creator and advocate for social justice, and Tina Kakkad, whose luxury content captivates audiences worldwide with its flair and sophistication. Makeup artist Elton J. Fernandez unpacks the artistry behind beauty, while photographers Gourab Ganguli and Victoria Krundysheva give us a glimpse into their visually arresting portfolios. Visual storyteller Tarun Kalyani and photographer-director Ishaan Nair add further dimension, each with a distinctive lens capturing life's intricate stories.

Additionally, we're honored to spotlight IPS officer Aashna Choudhary and climate activist Heeta Lakhani, both of whom exemplify service and sustainability. And in a special feature, we meet the remarkable founders of Current Management, Suruj and Nin, whose advocacy for queer representation is reshaping the industry's landscape.

As we turn each page, may these stories ignite a spark of ambition, curiosity, and reverence for the boundless ways art, activism, and enterprise intersect. Enjoy the issue. ■

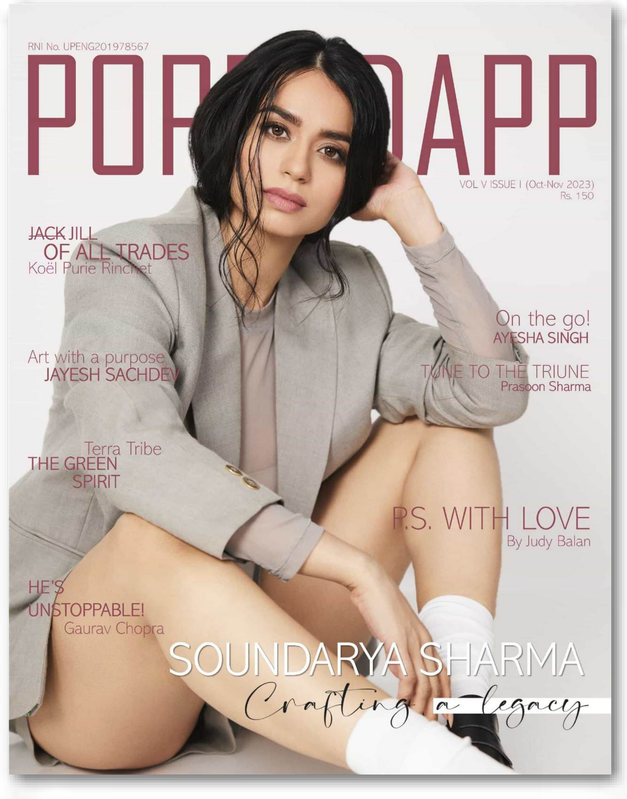


Anuja Mathur
Editor, POPP DAPP
www.poppdapp.com









CRAFTING WORLDS, CREATING CHANGE

THE JOURNEY OF RHEA GUPTE

In the vast universe of creative pursuits, few people manage to straddle multiple realms and leave a mark as impactful as **Rhea Gupte**. A multidisciplinary artist, storyteller, and co-founder of imissmyfriends.studio, Rhea's journey is as intricate and layered as the art she produces. Whether it’s through writing, photography, game design, or creative direction, Rhea's story is one of ceaseless exploration, personal evolution, and a drive to push boundaries.

From her idyllic childhood surrounded by the serene greenery of Mumbai to her current life in Goa, Rhea has always been driven by the need to tell stories. As she reflects on her creative path, she acknowledges that storytelling was her earliest love. "Since I was a kid, I loved storytelling more than anything else. My world has been writing poetry, dreaming up imaginary universes, analysing stories and characters of every anime, film, and story I watched, read, laughed and cried with." This passion for storytelling has grown with her over the years, evolving through various mediums as she mastered each one.

At its core, Rhea's work is a deep dive into self-expression, be it through photography, graphic design, or writing. She speaks about her journey with immense gratitude for the ways each medium has enabled her to discover more of herself. But this discovery isn't just about self-indulgence—it is intricately tied to her ethics and values. Rhea's creative process is deeply intertwined with themes of sustainability, climate justice, intersectional feminism, and social change. She is not just an artist but also an activist, using her talents to challenge societal norms and the systems of oppression that perpetuate them. "I like to create from waste, with minimal resources and in ways which cause minimum negative impact to our planet," Rhea explains. "My work delves into sustainability, climate justice, intersectional feminism, and social change. I align my art with the things I care about while learning and questioning existing systems of oppression."

In a world where creative industries are often driven by consumption, Rhea is a breath of fresh air. Her decision to let her values guide her practice, even at the expense of more lucrative projects, speaks volumes about the integrity she brings to her work. "As an artist and creative, I have made the difficult and important decision to let my values lead my practice, learn from my mistakes, and work towards evolving both as a human being and as an artist."

The Beauty of Multidisciplinary Freedom

One of the most remarkable aspects of Rhea's career is her ability to seamlessly move between industries—fashion, fine art, and video games—while maintaining a unique voice in each. She believes that working in different mediums not only expands her skill set but also teaches her the humility of constantly being a student. "Any kind of skill building takes time and an openness to fail and to be terrible at it for a large part of that time," she says. "I always find myself or, perhaps, seek the role of being a student in some area, even if I have multiple years of experience in another."

For Rhea, the essence of being multidisciplinary lies in being able to express oneself authentically across different platforms, all while striving for change. At the heart of her work is storytelling, an act that connects the various threads of her career, be it through visual arts, fashion, or game design. It is the stories that artists bring forth that, according to her, make the world a more vibrant and inclusive place. But she is also acutely aware of the challenges faced by underrepresented voices in these creative spaces. "What holds these spaces back is the lack of representation, centering voices which perpetuate the same perspectives rather than challenging them."

Despite these challenges, Rhea remains optimistic about the future, where artists from diverse backgrounds continue to shape and redefine industries. Her work, especially with her indie game studio imissmyfriends.studio, exemplifies this. Their first title, Fishbowl, currently in development, stands as a testament to the powerful fusion of storytelling and game design.

Inspired by Life, Empowered by Creativity

Rhea's wellspring of inspiration is seemingly boundless, stemming from a daily practice of engaging with the world through an analytical and mindful lens. She is, in her words, rarely a passive consumer of art. Instead, she immerses herself in every medium she engages with—whether it's paying attention to the smallest detail in an animated film or analysing the melody of a song. "I have realized my base state of mind is one that is inspired," she shares. "Creators and artists have always inspired me through books, film, music, dance, games, by putting their minds out there for us to reach. Everything I read, watch, listen to, or spend time with, moves me, teaches me something."

Rhea's life philosophy, too, seems anchored in gratitude. She finds beauty in the everyday, in the small moments with loved ones, in the changing colors of the sky. It's this groundedness that keeps her inspired and continually moving forward, always learning, always growing. For her, the journey is as important as the destination.

Navigating Creative Blocks with Compassion

Like every artist, Rhea faces her share of creative blocks, but her approach to overcoming them is rooted in kindness and self-compassion. She emphasizes the importance of acknowledging one's humanness and allowing for challenging moments. Her toolkit for navigating these hurdles includes rest, walks, time with friends, and always remembering that failure and rejection are just as much a part of the creative process as success. "When I'm working on a long-term project such as a video game, I don't have the time to have a block for too long," Rhea explains. "I live within the comfort of discipline which includes time for love, care, work, and rest to ensure that the systems around me are keeping me well-preserved, nourished, focused, and joyous." Her philosophy extends beyond just creativity. It's about how we live our lives—how we find light in the dark moments, how we nurture ourselves, and how we keep moving forward.

The Sustainability Mandate in Fashion

Rhea's dedication to sustainability has also shaped her involvement in the fashion industry. For nearly a decade, she has worked tirelessly to educate people about the perils of fast fashion while promoting designers who prioritize sustainability. The fashion industry, rife with human rights violations and environmental degradation, is one of the many arenas where Rhea's voice shines bright. She calls for a revolution that prioritizes people and the planet over profit, encouraging both consumers and corporations to make more ethical choices. "Sustainability in every industry needs to be a priority," she stresses. "With the climate crisis upon us, we simply cannot keep going in ways that continue to put profit over people and our planet."

A Love for Anime, Games, and the Magic of Imagination

Anime and video games were Rhea's first loves, igniting her passion for storytelling and world-building from a young age. The animated worlds of Mowgli, Cardcaptor Sakura, and Heidi, Girl of the Alps captivated her imagination, while video games like Mixed Up Fairy Tales and To the Moon expanded her creative horizons. These early experiences laid the foundation for her journey as a creator, pushing her toward the dream of building imaginary worlds that inspire and challenge.

A Creator's Journey

Rhea Gupte's journey is a celebration of art, activism, and authenticity. Her multidisciplinary practice, driven by her values and her passion for storytelling, stands as a powerful reminder that creativity is not just about self-expression—it's about making a difference. Whether through her indie game studio, her art, or her advocacy for sustainability, Rhea continues to push the boundaries of what it means to be an artist in the modern world.■

AMPLIFYING INDEPENDENT VOICES

Ritnika Nayan

An industry that is dominated by major labels and commercial glitz**, Ritnika Nayan** has carved a unique space for independent artists through her company, MGMH (Music Gets Me High). As an industry trailblazer, Nayan has not only been a vital force in shaping the Indian independent music scene but has also championed creative autonomy and innovation in an ever-changing digital landscape. Her approach? Build bridges where gaps exist, and empower artists to chart their own course. In this exclusive interview with Popp Dapp Fashion Magazine, Ritnika shares her inspiring journey from a musician to an industry leader, the creation of MGMH Groove, and her vision for the future of independent music distribution and publishing.

A Mission to Fill the Gaps

MGMH's journey, from a boutique studio to a comprehensive music distribution platform, has been shaped by Ritnika's commitment to filling the voids in India's independent music scene. "For me, MGMH is about filling the gaps in the music industry in India that can help artists thrive," she explains. Her platform is designed to support artists in a multifaceted way, with services ranging from education programs to a dedicated distribution wing. Through this holistic approach, MGMH strives to ensure that indie artists are equipped to succeed, even in a landscape largely dominated by major players.

GOOD VIBRATIONS
BY MGMH

GROOVE

Natural Vibrations

Music Gets Me High

This passion to create change stems from Nayan’s personal experience in the industry. "I used to head CD Baby in India and, after seeing the various distribution options available to artists, I realized there were major gaps," she says. This realization sparked the creation of MGMH Groove, a new distribution and publishing wing launched this year. Beyond just distribution, MGMH Groove offers artist services, marketing packages, global pitching, and festival submissions through its innovative Groove Plus program. Ritnika's emphasis is clear—MGMH is about giving artists the tools to empower themselves, not spoon-feeding them.

Empowering Artists, One Groove at a Time

The ethos of MGMH Groove is built on a simple yet powerful belief: artists deserve the freedom to control their creative destiny. "We don’t want to spoon-feed artists; we want them to take control of their career," Nayan asserts. The Groove Plus program arms artists with resources to help them amplify their voice, but the onus remains on the artists themselves to rise to the challenge. This philosophy is rooted in Ritnika’s deep respect for artistry, having been a musician herself. "Music is my life, I won’t know what I would do if I wasn’t working in music. I used to be a musician myself, so for me artists always come first." This personal connection to music informs the way she manages MGMH, where the well-being and success of artists are prioritized over profits. Nayan’s commitment to nurturing talent is unwavering. MGMH has a legacy of working with rising stars, and while there’s no "secret sauce" to identifying global talent, Nayan emphasizes that it’s about finding artists who are authentic and willing to work hard. "It’s a joint effort, and if an artist doesn’t do their part, no company can help," she says with pragmatism.

Navigating the Digital Age: Challenges and Opportunities

In today’s digital-first world, the role of independent music distributors is evolving rapidly. With the rise of streaming platforms and AI technologies, the landscape is more complex than ever. Ritnika believes that staying ahead means offering more than just distribution. "It’s about doing more, offering more artist services," she explains. MGMH is already positioned to launch a music publishing wing, reflecting the company’s forward-thinking approach in adapting to new trends like AI and the growth of sync licensing in India. The challenge, according to Nayan, lies in using new technologies like AI in a way that enhances, rather than diminishes, artistic creativity. At the same time, she’s excited about the increasing importance of music publishing and sync deals, which she sees as a significant growth area in the Indian market. "Publishing is still murky in India, but hopefully, things will slowly change," she says, ever the optimist.

“Hold on to your rights as much as you can!

The Soundtrack of MGMH

If MGMH's journey were encapsulated in a soundtrack, it would be a celebration of resilience, collaboration, and passion. Ritnika shares three songs that would undoubtedly make the cut: “Sold My Soul for Rock 'n' Roll,” “You Get What You Give,” and “With a Little Help from My Friends.” Each of these tracks reflects the spirit of MGMH—a mix of raw authenticity, grit, and the belief that with the right support system, great things can happen.

Overcoming the Odds: A Woman in Music Leadership

In an industry often perceived as male-dominated, Ritnika Nayan has faced her share of challenges. From sexist rumors to physical threats, she has encountered obstacles that many women in leadership roles can relate to. But Nayan’s approach is one of unflinching resolve. "I have never considered myself a woman in the industry. For me, gender doesn’t play a role at all. I strive to be the best person for the job, that’s all that matters to me," she says with admirable conviction. Her journey is a testament to perseverance. Despite the odds, Ritnika has built a platform that empowers artists, while also challenging the status quo of the music industry. Her advice to young entrepreneurs looking to break into the world of music distribution and publishing? "Do what you love, and the money will follow!" But she’s quick to add that the field is competitive, urging newcomers to identify gaps in the industry and focus on filling them, just as she has done with MGMH.



A Vision for the Future

Looking ahead, Ritnika sees MGMH expanding its global footprint, though she’s quick to point out that the platform is already accessible to artists worldwide. "Technically our distribution service is global, as anyone across the globe can use it. There are no boundaries for us," she explains. As MGMH continues to evolve, its mission remains clear: to champion independence in the music industry. Ritnika encourages artists to maintain creative freedom while navigating the complexities of commercial success. "Hold on to your rights as much as you can," she advises, warning against the allure of quick paychecks and emphasizing the importance of long-term creative control.

In an era where the music industry is in constant flux, Ritnika Nayan stands as a beacon of hope for independent artists. Her work with MGMH is more than just business—it’s a labor of love, grounded in the belief that artists deserve the tools, resources, and support to thrive on their own terms. Whether through distribution, artist services, or education, MGMH is rewriting the rules of the game, one groove at a time. ■

“We don’t want to spoon-feed artists; we want them to take control of their career

CLIMBING HEIGHTS, SOARING DREAMS, & SAVING THE PLANET

When you think of **Madhusudan Patidar**, two things come to mind: adventure and purpose. This modern-day explorer, who has ascended the summit of Mount Everest and soared through the skies as a pilot, is on a mission to climb—and clean—100 mountains in India. But beneath the thrilling escapades lies a man who is deeply committed to environmental activism. Madhusudan's journey is one where the thrill of adventure meets a higher calling: the fight against climate change.



Balancing Earth and Air

For Madhusudan, balancing his passion for both mountaineering and paragliding isn't just a pursuit of adrenaline; it's a spiritual duality. "Climbing gives me that raw connection to the earth, while flying through the skies offers an exhilarating perspective," he explains. There is something poetic about the way he navigates these two opposing forces. One keeps him grounded, reminding him of the fragile ecosystems we walk upon, while the other gives him a bird's eye view of a world worth protecting. In this duality, Madhusudan finds a deep sense of purpose that fuels his advocacy for the environment.

The Transformative Moment on Everest

Reaching the summit of Mount Everest is a feat only a few in the world can boast about. But for Madhusudan, the real transformation came not from the achievement, but from the perspective it offered. "Looking out at the vast world below, I realized how small our individual struggles are compared to the grandeur of nature," he recalls. That moment of humility shifted his outlook, grounding him with a renewed sense of purpose. It wasn't just about conquering the world's highest peak; it was about realizing his responsibility to protect it.

Shaping Environmental Activism from New Heights
Madhusudan’s experiences as both a climber and pilot have given him a unique vantage point—literally and figuratively—on environmental issues. "Seeing the world from both heights and depths has made me acutely aware of its fragility," he says, reflecting on how witnessing climate change firsthand has strengthened his commitment to environmental activism. As he scales mountains and soars through the skies, the world reveals its vulnerabilities, urging him to act. His activism is not born from ideology, but from experience—raw, unfiltered, and urgent.

The Thrill vs. Purpose: A Deeper Motivation
While the allure of adventure is undeniable, Madhusudan’s true motivation lies in his desire to raise awareness about climate change. "The thrill of exploration becomes even more meaningful when I can tie it back to environmental advocacy," he shares. For him, each climb and each flight is an opportunity to tell a story—one that connects the excitement of the journey with the stark reality of the climate crisis. His adventures become a vehicle for change, turning thrills into purposeful action.

Mental Preparation for Everest: The Power of Visualization
Climbing Everest is as much a mental challenge as it is a physical one. For Madhusudan, preparing for the ascent involved a great deal of visualization and meditation. "It’s essential to set clear intentions," he explains. He describes how the mountain taught him resilience and the power of teamwork. Every step up Everest was a reminder that great things are rarely achieved alone. This ethos carries through his environmental activism, where collaboration and collective effort are key to making a difference.

From Adventurer to Activist: A Pivotal Shift
The shift from adventurer to climate activist wasn’t a planned pivot for Madhusudan, but rather a natural progression. Witnessing the effects of climate change on his expeditions was a wake-up call. "It pushed me to speak out and act for our planet," he recalls. From melting glaciers to erratic weather patterns, the changes he observed in nature were alarming. He couldn’t ignore the evidence that the environment was in peril, and he knew he had a platform—through his adventures—to inspire others to care about it as much as he does.

> ***“I wanted to show that adventure and advocacy can go hand in hand***

Lessons from Nature: Resilience in the Face of Challenges
Nature has been one of Madhusudan’s greatest teachers, particularly when it comes to resilience. "Even in the face of challenges, ecosystems strive to survive and thrive," he notes. This resilience inspires him to continue fighting for the environment, even when the odds seem stacked against him. Whether it's scaling a mountain or advocating for climate action, Madhusudan draws strength from nature’s inherent will to endure. It’s a lesson in persistence, one that drives him to keep climbing—both literally and metaphorically.

Changing Perspectives on the Summit
Reaching the top of Everest was more than a personal victory for Madhusudan; it was a moment that reinforced his responsibility to advocate for the planet. "It made me realize I have a duty to inspire others to care for the environment we all share," he says. The summit offered not just a panoramic view of the world, but also a clear view of his purpose. It was no longer just about climbing mountains—it was about using those climbs to raise awareness and drive change.

The TEDx Platform: Adventure Meets Advocacy
When Madhusudan took the stage at his TEDx talk, he didn’t just share stories of adventure; he shared a vision for the future. "I wanted to show that adventure and advocacy can go hand in hand," he explains. His talk highlighted the beauty of the natural world while sounding an urgent call for climate action. Through storytelling, he connected his passion for exploration with his commitment to the environment, showing the audience that adventure can serve a greater purpose.

Adventurers as Environmental Advocates
Madhusudan believes that adventurers and explorers have a unique role to play in the fight against climate change. "We can raise awareness, educate others, and inspire action through our experiences," he says. By witnessing nature's majesty and its fragility firsthand, adventurers like Madhusudan can offer powerful testimony to the importance of protecting our planet. Their journeys become not just personal conquests, but rallying cries for environmental stewardship.

The Future of Exploration: Embrace Responsibility
To the next generation of explorers, Madhusudan offers sage advice: "Embrace curiosity but also responsibility." Adventure, he believes, is not just about personal achievement but about understanding and protecting the environment. He encourages young adventurers to use their experiences to inspire others to care for the planet. "Your journey can be a catalyst for change," he says, urging them to see exploration not just as a quest for thrills, but as a path to advocacy.

Next on the Horizon: Climbing and Cleaning India’s Mountains
Madhusudan’s next big adventure is as ambitious as it is purposeful: climbing and cleaning multiple mountains in India. "I plan to combine this with awareness campaigns about the importance of preserving our natural spaces," he reveals. His mission to clean and climb 100 mountains is a testament to his belief that adventure can—and should—serve a greater good. Through this initiative, he hopes to inspire more people to join the fight for environmental preservation, turning every climb into a call for action.

Looking Ahead: A Vision for the Future
As Madhusudan looks to the future, his goals remain clear: continue climbing, cleaning, and advocating. He hopes to expand his environmental activism through workshops, speaking engagements, and collaborations, inspiring more people to join the fight for our planet. For Madhusudan, adventure and activism are not separate pursuits—they are two sides of the same coin. In his world, every climb is an opportunity to protect the earth, and every summit is a platform for change. ■

Empowerment Through Expression

DIANDRA SOARES' BOLD JOURNEY

Diandra Soares has blazed an unconventional path through India's fashion and entertainment industry, proving that true creative freedom often lies outside of predefined categories. Known for her bold aesthetic and her decision to embrace baldness on the runway, Diandra's multifaceted career spans modeling, design, makeup artistry, acting, and even motivational speaking. Her choices have challenged norms and demonstrated that resilience and authenticity can be equally transformative and liberating. This journey from aspiring designer to fashion industry icon exemplifies the courage to defy convention and follow one's intuition.

Diandra’s career evolution mirrors her early passion for the arts, a passion she cultivated in childhood through pottery, painting, and drawing. Unlike many young models who are drawn to glamour, she grew up with little interest in the fashion world. Her mother, however, was enthusiastic about pageantry and modeling, and this influence, combined with an early success in jewelry design, eventually introduced Diandra to modeling at the age of 15. Even then, she did not conform to the traditional mold, describing the fashion industry as a “playground” where she taught herself makeup, styling, and other creative skills, simply following her own creative instincts.

This sense of self-determined exploration continued throughout Diandra’s career. She recalls experiences where colleagues would question her decisions to branch out into shoe design, styling, and makeup, suggesting that she should "focus on one thing." But Diandra persisted, refusing to limit herself to one label. Instead, she embraced each opportunity that fueled her creativity. By breaking free from these expectations, she developed a more personal and sustainable approach to her career, creating her own brand and venturing into acting without formal training. For Diandra, the absence of "chasing" success allowed her career to develop organically. As she puts it, “Everything has a time and place, and when it's meant to work out, it works seamlessly because you're on the right track.”

One of her most iconic moments, and the one that changed her own approach to beauty and self-expression, came when she shaved her head—a radical choice in an industry that often equates femininity with long, flowing hair. The act initially faced backlash, but when she shaved her head again a decade later, the response was overwhelming. This time, the fashion world took notice internationally, with publications like the Huffington Post celebrating her audacious move and beauty without convention. The second time, her bald look resonated as a statement of independence and confidence, freeing beauty from its conventional trappings. Diandra notes that this moment inspired many others, both within and outside the industry, to embrace their own authenticity, even if it defied conventional standards of beauty.

Diandra's journey in the fashion world has been both a celebration and a rejection of the industry’s norms. Her talent for styling and makeup, learned largely through hands-on experience, has shaped her unique perspective on beauty. She sees makeup as a tool for self-expression rather than a mask, advocating for an approach that embraces minimalism and individuality. Through her work as a makeup artist, she champions the idea that true beauty does not depend on elaborate enhancements; instead, it is about enhancing one's natural features. For her, beauty lies in “the eyes of the beholder,” and makeup is merely a tool to amplify the personality within, rather than a crutch for those feeling pressured to conform.

> ***“Everything has a time and place, and when it's meant to work out***

The transition from fashion to reality television provided Diandra with a platform to inspire viewers with her authenticity. Her time on reality shows such as Bigg Boss 8 showed her that audiences valued her for her unfiltered personality. Diandra encourages her students and fans to let go of societal pressures and to be themselves unapologetically. She believes in building self-confidence by connecting with one’s inner child and dismissing the limitations imposed by others, as it allows for growth that is genuine and fulfilling.

In recent years, Diandra took another bold step by launching her resort wear brand, To Die For. This brand, developed during the pandemic, was initially marketed through Instagram and eventually expanded to a physical store in Goa and various pop-ups. The success of this venture attests to Diandra's ability to turn adversity into opportunity. Her brand reflects her unique aesthetic—an effortless blend of comfort and style—and underscores her belief that passion-driven work stands the test of time. She has never let societal standards or industry expectations dictate her choices, instead fostering her creativity and letting each project speak for itself.

Perhaps the most surprising chapter of her career has been her foray into acting, a profession she long resisted, having turned down multiple Bollywood offers in her youth. When she finally gave acting a chance, she embraced the challenges it presented, from her initial apprehension on set to her eventual enthusiasm for the craft. Acting, like her other pursuits, became a creative outlet that allowed her to explore new facets of herself.

Diandra’s role as a motivational speaker and mentor extends her legacy beyond her personal accomplishments, empowering others to pursue their dreams with confidence. She teaches her students to embrace their individuality, challenging them to redefine their own concept of beauty and success. Her workshops encourage students to engage with their true selves, to believe in their potential, and to pursue paths that resonate with them personally, rather than succumbing to societal expectations.

Looking back, Diandra views her career as a constantly evolving journey, one that has been enriched by the varied roles she has taken on. She points to her experience as a shoe designer for Tarun Tahiliani as a pivotal moment, one that initially felt outside her skillset but ended up being deeply rewarding. This collaboration taught her the value of taking risks and saying yes to new challenges, even when they seem daunting.

Diandra’s story is not just one of a successful model or fashion icon; it’s the story of a woman who refused to be boxed in by definitions. Her journey has been marked by experimentation, courage, and an unwavering belief in her creative vision. Diandra stands as a testament to the idea that true beauty and success are deeply personal, often found in the unexpected turns of life and the courage to be oneself. Her work continues to inspire a generation of creatives to embrace their passions without fear, to explore the limitless possibilities of self-expression, and to believe that their path, however unconventional, is worth following. ■





WEAVING EMPOWERMENT

THROUGH CREATIVITY & LEGAL ADVOCACY

In the glamorous world of luxury, fashion, and art, few individuals manage to combine these realms with a mission so personal and powerful as **Yashita Chandrashekhar**. A force to be reckoned with, Yashita is not only a visual tastemaker and curator for some of the most renowned global brands but also the founder of Adhira, an NGO that champions legal literacy for women in India. Her multifaceted journey, from creative director to legal advocate, seamlessly blends artistic vision with a deep commitment to women's empowerment.

Yashita's passion for fashion and creativity is well-documented. Having worked with over 200 brands, including heavyweights like Revolve, Fashion Nova, Lancome, and Nykaa, she has cemented her place as a content creator and visual curator par excellence. But it's her humanitarian work with Adhira that truly sets her apart, a passion project that taps into her legal education and turns it into a tool for societal change.

Yashita Chandrashekhar

The Birth of Adhira: A Movement for Women

Adhira, Yashita explains, was born out of a stark realization—many women in India are unaware of their basic legal rights. "The inspiration for Adhira came from seeing so many women around me struggle, simply because they didn’t know their legal rights." Yashita recalls an instance after a workshop held in a district near Indore, where a woman approached her, saying, "Hume pata bhi nahi tha, aisa bhi hota hai," meaning, "We didn't even know this was possible." The woman, who had endured years of domestic abuse, felt empowered enough to take action after learning about her rights during the workshop. It’s moments like these that fuel Yashita’s dedication to Adhira. "We’re privileged enough to get an education and understand our rights, but for so many women, even knowing they have rights feels like a luxury." For Yashita, this is exactly why Adhira exists—to illuminate the path for those who have been kept in the dark for too long.

Creative Direction Meets Legal Activism

As a creative director, Yashita excels in storytelling, a skill she deftly applies to her advocacy work. "Creative direction is all about telling a story, and in advocacy, it’s about making that story hit home." For her, the challenge is to ensure that legal literacy isn’t just about dry facts but becomes a narrative that women can connect with. It’s about making legal rights feel personal, relatable, and most importantly, actionable. In her own words, she approaches every campaign with the question, "How can we make this information not just informative but actionable?" The result? Campaigns that not only inform but inspire action, bridging the gap between knowledge and empowerment.





Myths and Misinformation: Breaking Barriers

One of the major hurdles Yashita faces is the widespread misinformation about the legal system in India, especially among women. "One of the biggest myths is that the legal process is too complex or expensive for women to navigate," she shares. The fear of legal costs or the sheer complexity of the law often deters women from seeking help. Through Adhira, Yashita works tirelessly to debunk these myths, making sure that women know there are free legal resources available to them. For Yashita, the message is clear: the law is not out of reach. It’s about instilling confidence in women, letting them know that they are not powerless and that justice is not as unattainable as they’ve been led to believe. "At Adhira, we make sure women understand that the law is on their side and we’re here to help them navigate it confidently, every step of the way."

The Juggling Act: Passion and Purpose

Balancing her work as a content creator and legal advocate is no small feat, but Yashita approaches it with grace and precision. "It’s definitely a juggling act! But honestly, I’m so passionate about both sides of my work that it never really feels overwhelming." For her, it’s all about time management, planning, and ensuring that each project, whether creative or advocacy-based, gets the attention it deserves. It’s this level of commitment that has made Adhira a success, despite the challenges. One of the biggest hurdles, Yashita notes, has been reaching women in remote areas where legal literacy is low. To overcome this, Adhira collaborates with local activists, helping them connect with these communities more effectively. The results speak for themselves—women who once felt powerless are now empowered to stand up for their rights.

The Future of Digital Activism

As a digital content creator, Yashita is keenly aware of the power of social media and online platforms in driving change. "Digital content creation is going to be a major driver for activism moving forward," she predicts. With platforms like Instagram, YouTube, and TikTok, activists can now reach audiences in ways that were previously unimaginable. Yashita envisions a future where digital activism becomes more interactive, incorporating tools like live sessions, virtual workshops, and even AI-driven education platforms to make legal literacy accessible to all. "I see it becoming more interactive in the future, like live sessions, virtual workshops, and even AI-driven education tools to make legal literacy accessible to everyone."

> ***"We didn't even know this was possible***

The Legacy of Adhira

Looking ahead, Yashita hopes to leave behind a legacy of empowerment through Adhira. "I want to leave behind a legacy where women feel genuinely empowered to take control of their legal rights and navigate the system without fear." She dreams of a future where legal literacy becomes a core part of every woman’s education in India, a future where women are not only aware of their rights but feel confident in exercising them. For Yashita, the fight for legal literacy is far from over, but with the rise of digital platforms and the continued success of Adhira, she’s optimistic. "With the rise of digital platforms, I’m hopeful that we can make legal education accessible to every woman, no matter where she is, and help her feel confident in her rights."

In the end, Yashita Chandrashekhar is not just a curator of visual stories but a creator of change. Through her creative direction and advocacy work with Adhira, she’s helping to shape a future where women are not only seen and heard but empowered to take control of their destinies. In a world where the lines between fashion, art, and activism are increasingly blurred, Yashita stands at the intersection, weaving a narrative that’s both beautiful and powerful.■

SYMPHONY OF STYLE, LUXURY, & AUTHENTICITY

Tina Kakkad

At a time when influencer culture has become synonymous with trends, **Tina Kakkad** stands out as a creator who curates fashion, beauty, and luxury lifestyle content with a personal touch. Her digital presence is not just about glamour or picture-perfect aesthetics; it's a storytelling experience that blends high fashion with real-life elegance. In an exclusive interview for Popp Dapp Fashion Magazine, Tina offers a rare glimpse into her world—where luxury meets authenticity, and aspirational style becomes accessible.

From Runway to Real Life: The Art of Balance

When asked about how she balances the boldness of runway trends with the accessibility needed for everyday fashion, Tina emphasizes adaptability. "High fashion can often seem unattainable," she explains, "but I believe in translating those bold concepts into content pieces that can inspire anyone." For Tina, it's not about merely replicating the unattainable; it's about making the aspirational feel within reach. Whether it's a statement blazer or a minimalist accessory, her content focuses on showing how to elevate daily looks without losing the sophistication that defines high fashion. Her mission? To marry the aspirational with the accessible while maintaining a polished, elegant aesthetic.

Luxury Redefined: The Essence of Quality and Intention

To Tina, luxury transcends mere price tags—it's about quality, thoughtfulness, and the feeling it evokes. "Luxury is all about quality, intention, and how something makes you feel," she shares. Through her content, Tina strives to show that luxury is not limited to those with the deepest pockets but is instead an experience that is deeply personal and meaningful. Whether it's a meticulously crafted designer outfit or a uniquely luxurious travel experience, Tina's aim is to make luxury relatable. She wants her audience to connect with luxury on their own terms, understanding that it's less about extravagance and more about intention and craftsmanship.

Navigating a Saturated Market: Authenticity Above All
In an era where every social platform seems saturated with beauty and fashion influencers, Tina manages to carve out a space that feels distinctly her own. "Authenticity is key," she says confidently. Tina's content is rooted in personal experiences and her own evolving style. Her unique voice isn't a carefully curated brand, but a genuine reflection of who she is—whether that's a candid beauty tip or a fashion-forward post inspired by her latest travels. Consistency in aesthetic, storytelling, and values has become her signature. By staying true to her own journey, Tina continues to stand out in a crowded market.

Timeless Elegance: The Staples of Every Wardrobe
Effortlessly chic is a phrase often used to describe Tina's style, but she believes that this look stems from a foundation of timeless wardrobe staples. "Every woman should own a well-tailored blazer, a crisp white shirt, and a great pair of jeans," she advises. These foundational pieces, according to Tina, are incredibly versatile and can be styled for both casual and formal occasions. Her philosophy is that with the right staples, any woman can create a chic, stylish look that feels polished and put together—without needing a closet full of trendy items.

Creativity in Content: Breaking the Rut
The digital world can be exhausting, and even someone as passionate as Tina admits to facing creative blocks. Her solution? Immersing herself in new experiences. "I draw inspiration from fashion shows, art exhibits, and everyday life," she shares. For Tina, the key to staying inspired is maintaining a sense of curiosity and openness to the world around her. By interacting with her audience and paying attention to what resonates with them, she's able to inject fresh ideas into her content. The result is a dynamic, engaging digital presence that keeps her audience coming back for more.

Choosing the Right Brands: Thoughtful Partnerships
Luxury is multifaceted, and for Tina, it's crucial to work with brands that align not only with her values but also with the expectations of her audience. "I look for partnerships that bring something new to the table," she explains. Whether it's a unique perspective on luxury or a product that enhances everyday life, Tina is discerning in her collaborations. She chooses brands that offer exceptional quality, innovative designs, and stories that inspire. Her focus is on creating content that not only showcases the product but also sparks meaningful conversations.

Authenticity in the Age of Digital Perfection
Despite the rise of digital perfectionism, Tina has managed to maintain a level of authenticity that resonates deeply with her audience. "Whether it's a high-end fashion shoot or a casual beauty moment, I focus on capturing genuine emotions and experiences," she says. Through her content series Confessions, Tina offers a candid look into her life as a content creator and mother. She talks openly about the pressures of balancing work, family, and personal time, reminding her audience that behind the glamor, there are real challenges. By sharing both the highs and lows, Tina creates a more relatable narrative, one that encourages her followers to embrace their own journeys.

Storytelling: The Heart of Content Creation
For Tina, storytelling isn't just an element of her content—it's the heart of it. She infuses her posts with personal stories, from the confidence she felt wearing a particular outfit to how a beauty product became a lifesaver during a challenging period. "Fashion and beauty are about more than just aesthetics—they're about celebrating our stories and experiences," she says. By sharing these moments, Tina reminds her audience that the best style comes from a place of personal expression and emotional connection.

The Evolution of Digital Content Creation
The world of digital content has shifted dramatically since Tina first began her journey. What started as a focus on pretty pictures has evolved into an audience-driven space where authenticity and storytelling reign supreme. Tina sees several trends shaping the future of luxury fashion and beauty online. Sustainability, she believes, will continue to be a significant focus as consumers demand ethical practices from the brands they support. Additionally, she predicts that technology, particularly augmented reality and virtual experiences, will redefine the way we engage with luxury, making it more interactive and immersive than ever before.

Creating a Look that Lasts: Bold Yet Timeless
When it comes to fashion, Tina's approach is all about balance. "The key to creating a look that is both bold and timeless lies in balancing standout pieces with classic elements," she explains. For her, the interplay of color and texture adds depth to an outfit, while confidence is what truly elevates a look. In Tina's view, fashion is not just about trends—it's about finding what makes you feel powerful, confident, and undeniably chic.

In an industry that is constantly changing, Tina Kakkad remains a beacon of authenticity and timeless elegance. Her content reminds us that true luxury is not about fleeting trends but about embracing quality, intention, and the personal stories that make fashion so much more than just clothes. ■



WANDERLAND PRODUCTIONS IN GREECE - CREATED BY GINA BADHEN

AROOBA BEAUTY

MODEL ALIYAH IQBAL

EFFORTLESS GLAM: TROPICAL BEACH MAKEUP AND ESSENTIAL HACKS FOR RADIANT BEAUTY

There’s something magical about the way tropical beach settings seem to bring out our natural beauty. Warm sunlight and gentle sea breezes have a natural way of making us glow. Yet, achieving a polished, beach-ready look that remains intact under the blazing sun and salty air can be challenging. The key lies in crafting a look that harmonizes with the elements, prioritizes skin protection, and amplifies our sun-kissed glow. Here’s a guide to flawless tropical beach makeup, complete with practical hacks for a radiant, enduring look.

1. Prepping the Canvas: Moisturized, Sun-Protected Skin

A tropical look begins with well-prepped skin. The beach demands a layer of SPF, and fortunately, recent innovations in skincare have created sunscreens that offer protection without the heaviness. Consider a lightweight, broad-spectrum SPF 50 with a slightly tinted moisturizer. A quality SPF guards against UV damage and doubles as a protective base for makeup.

Hacks:

Double Duty SPF: Many tinted moisturizers now include SPF, offering coverage and sun protection in one. Opt for mineral-based formulas as they often help prevent clogged pores, especially in humid climates.

Cooling Primer: If your skin tends to overheat, try using a cooling primer under your makeup. Many primers with cooling effects use ingredients like aloe vera or cucumber extract, which soothe the skin, create a smooth canvas, and can even help extend makeup wear.

2. Keeping It Light: Choosing a Sheer Base

Forget heavy foundations, which are prone to melting in tropical heat. A sheer or light-coverage base evens out the skin tone while allowing the skin’s natural beauty to shine through. Products like tinted moisturizers or BB creams are ideal as they balance coverage with breathability. If you need extra coverage, a concealer dabbed on specific spots is more effective than layering foundation.

Hacks:

Mix It Up: Blend a few drops of foundation with a lightweight moisturizer to create a DIY tinted moisturizer that matches your exact skin tone.

Setting Spray: Seal your look with a setting spray. A hydrating formula adds a refreshing finish and maintains a dewy, radiant appearance throughout the day.

3. Sun-Kissed Glow: The Right Bronzer and Blush

Nothing says "tropical glow" like bronzed skin, but it's important to avoid heavy contours, which can look unnatural in bright sunlight. Instead, use a cream-based bronzer for a subtle, diffused effect. Apply it sparingly on the high points of your face, such as the temples, cheekbones, and bridge of the nose, where the sun naturally kisses the skin. Cream blush in coral or peach shades complements bronzed skin beautifully, enhancing that fresh-from-the-beach vibe.

Hacks:

Multi-Use Bronzer: Dab your bronzer on eyelids and lips for a monochromatic, cohesive look. Cream formulas are easy to blend, creating a seamless sun-kissed finish.

Blush Placement: Apply blush slightly higher on the cheekbones for a lifted, youthful look. Use your fingers to blend it in for a natural finish, as they warm the product and help it sink into the skin.

4. Eyes that Pop: Waterproof Simplicity

Tropical makeup for the eyes should be simple but impactful. Waterproof mascara is non-negotiable, as it prevents smudging in the humidity and holds up through splashes. If you crave more definition, consider using a soft, waterproof eyeliner. Shades like bronze, copper, or soft brown add depth without harshness and echo the tropical palette of sand and sun.

Hacks:

Ombre Effect: For a beachy, ethereal look, blend a neutral, earthy shadow from your crease to brow bone. Then add a pop of shimmer on the eyelid to catch the light, enhancing your gaze without an overly done appearance.

Clear Brow Gel: Keep brows defined with a clear, waterproof brow gel. It holds the shape and keeps them looking polished, even in the wind and humidity.

5. Lips That Last: Long-Wear Tints and Glosses

On the beach, the last thing you want is a high-maintenance lip. Opt for long-wear lip tints in shades of coral, nude, or peach to create a just-bitten effect. Lip tints are perfect as they stain the lips, so even if the gloss fades, you’re left with a natural wash of color. Top it off with a hydrating lip gloss or balm with SPF for added moisture and protection.

Hacks:

Layering Lip Tint and Balm: Apply a lip tint first, then add a layer of balm. As the balm wears off, the tint will remain, giving you a lasting look that won’t require frequent touch-ups.

Hydrating Oil-Based Gloss: Choose oil-based glosses, which are often more nourishing than typical glosses and add a natural, dewy finish that complements your tropical surroundings.

6. Finishing Touch: Embrace the Dewy Look

For the ultimate tropical finish, skip heavy powdering. Instead, use blotting papers to control excess shine while allowing your natural glow to shine through. If you need to set certain areas, a translucent powder dabbed only where necessary (typically the T-zone) works wonders.

Hacks:

Portable Powder Puff: Carry a mini powder puff in your bag to touch up sparingly and keep shine under control without dulling your natural glow.

Facial Mist for Refreshment: A facial mist with hydrating ingredients, like rose water or aloe, is ideal for refreshing your makeup throughout the day and provides instant coolness under the hot sun.

In a tropical setting, makeup should be light, effortless, and resilient. With the right products and a few smart hacks, you can achieve a beach-ready look that’s radiant, fresh, and designed to last, letting you enjoy your sun-drenched moments without worry. The art of tropical beauty lies in enhancing what’s already there, allowing your inner glow to shine through with elegance and ease. ■

BEAUTY AS A NARRATIVE

A CANVAS OF PERSONAL EXPRESSION

In the captivating world of makeup artistry, few names radiate as brightly as **Elton J. Fernandez**. Renowned for his creative vision and innate ability to transform faces, he has solidified his place among beauty professionals by crafting unforgettable looks that go beyond mere aesthetics. Whether it’s a red-carpet moment or a transformative editorial shoot, Elton’s artistry tells stories—rich, bold, and deeply personal. But what’s the magic behind this storytelling? How does he manage to create looks that not only enhance beauty but celebrate individuality?



At the heart of Elton's approach is a deep respect for the collaborative nature of the job. "The final product is often a blend of multiple viewpoints," he shares. For Elton, makeup isn't just about applying products to a face. It's about understanding the entire ecosystem around the project—whether it's taking cues from directors, collaborating with stylists, or absorbing the nuances of lighting and mood. "Being an expressive and instinctive romantic, storytelling comes naturally to me," he says. The narrative he builds is fluid, not scripted—a dance of instinct and spontaneity that results in something unique every time.

One thing that defines Elton's work is his fascination with distinct personalities. He draws inspiration from the essence of the individual sitting in his chair. "I'm attracted to people with strong or distinct looks and personalities," he reveals. For Elton, understanding someone's disposition, their humor, boundaries, and even insecurities is crucial. It's through these subtle cues that he crafts a look that feels authentic to the wearer, not just a reflection of fleeting trends. And while he's worked with some of the biggest names in the industry, Elton is clear about what he values most in a client: respect and humility. "The only type of celebrity I do not enjoy are the entitled ones," he confesses, as he emphasizes the importance of mutual respect in the creative process.

But how does Elton balance his artistic vision with the individuality of his subjects? It's a delicate process, he admits. While every face is a canvas, the magic lies in letting both the artist's and the subject's voices shine through. "I hate applying unnecessary intellectual value to my work," he states, emphasizing the playful, intuitive nature of his artistry. For Elton, makeup is about fun, fluidity, and a willingness to undo what doesn't work. There's no pressure to make every stroke perfect, and that, in itself, creates perfection.

What makes Elton's work truly special is his commitment to lifting people up. Beyond creating beautiful looks, he strives to help people feel their most confident selves. "The most rewarding part of doing my job right is watching the subject rise above human insecurity," he shares. His makeup becomes more than just a look—it becomes a vehicle for empowerment, helping individuals connect with their inner strength and beauty.

As an artist in an ever-evolving industry, staying ahead of trends while maintaining a timeless aesthetic can be challenging. But for Elton, the key lies in humility. "This has more to do with showing oneself grace for one's lackings and having humility towards one's strengths," he explains. Trends may come and go, but what remains timeless is the human experience and the stories people carry with them. By staying true to both himself and his subjects, Elton ensures his artistry remains innovative yet grounded.

"The most rewarding part of doing my job right is watching the subject rise above human insecurity

When it comes to understanding his clients, Elton's approach is as much about personality as it is about physical features. He sees personality as the core primer that informs the entire look. "Without it, the message won't stick to be understood," he notes. Every look is a reflection of the client's personality and wardrobe—a blend that requires trust and a deep understanding of the individual.

In Elton's philosophy, skincare plays a critical role in creating a flawless makeup look. He likens skin to leather—requiring hydration, cleansing, and buffing to achieve the perfect glow. For Elton, well-cared-for skin speaks of love and self-care, something that's evident in the post-treatment glow, similar to "the glow post a great spa experience or some intensely passionate lovemaking!" he adds with a playful wink.

A true multi-disciplinary artist, Elton isn't just about makeup. His skills extend to hair as well, something that allows him to control the entire narrative of a look. "I've grown to really enjoy styling hair even more!" he exclaims. By integrating makeup and hair, he's able to create cohesive, head-to-toe transformations that tell a complete story.

But not every project is smooth sailing. Elton's biggest challenges have come from clashes in vision, particularly when mutual respect is absent. In his view, art thrives on mutual respect and shared dignity. When these are lacking, the process can be draining. "Indian celebrities often misjudge their commercial success for emotional intelligence," he says. And when this happens, the results are anything but stunning.

Yet, despite the occasional bumps, Elton's passion for his craft remains undiminished. His love for painting women of substance—whether they embody strength or vulnerability—remains his artistic north star. The techniques and products may evolve, but the essence of the people he works with stays timeless.

As for his favorite looks to create? For Elton, it's whatever makes the person in his chair feel alive and beautiful. "Whatever makes the heart of the individual in my chair sing feels fresh and relevant to me," he muses. This emotional connection is at the core of his work, blurring the lines between glamorous and natural beauty. Whether crafting a bold red-carpet look or enhancing natural features, Elton's goal is always to elevate the individual's sense of self.

And if he could work with anyone from history? His list is as eclectic and bold as his artistry—Rekha, Cate Blanchett, Tilda Swinton, Rihanna, Naomi Campbell, Meryl Streep, and even Joan Rivers make the cut. The inspiration for these icons? Their strong, sexy, and unapologetically bright personalities.

For anyone curious about Elton's go-to products for creating his signature red-carpet-ready looks, his toolkit includes skincare products for priming, cheek and lip stains, mascara, concealer, and, of course, great clean brushes for that perfect sculptural contour.

In an industry where trends change with the seasons, Elton J. Fernandez's artistry remains rooted in timelessness, individuality, and empowerment. His work is not just about creating beautiful faces; it's about telling stories that uplift and inspire. And for him, the ultimate goal is simple—"to weave memorable or effective storytelling" through beauty that resonates long after the makeup has been washed off. ■





"I just want to keep doing what I love and inspire others along the way!

TALES THROUGH THE LENS

AN EXCLUSIVE INSIGHT WITH GOURAB GANGULI

In today's world of rapid visual consumption, photography can often become a fleeting experience—a mere flash of pixels in an ever-scrolling timeline. Yet, in the midst of this sea of images, there are those whose work stands out, not just for its aesthetic allure, but for its ability to weave compelling narratives. Enter **Gourab Ganguli**, a name synonymous with modern editorial photography that doesn't just capture moments, but crafts stories. With a unique blend of artistry, technical prowess, and emotional depth, Gourab's work in fashion photography is anything but ordinary. His lens doesn't merely freeze time; it gives birth to new worlds.

When asked how he translates concepts into visual narratives, Gourab's response was refreshingly down-to-earth, yet profound. "I am constantly consuming things beyond photography. Cinema, paintings, runways, and even classical dance forms from the subcontinent—these mediums feed into my photographic work. Combining these with an ongoing exploration of new techniques ensures that my work has a clear narrative arc," he shares. It's this eclectic mix of influences that gives his photography its unique edge, each frame possessing a distinct sense of beginning and end, a journey for the viewer to embark on.

The Unspoken Language of Light and Composition

One of the most intriguing aspects of Gourab's work is how he seamlessly blends artistry with technical precision. As he puts it, “It’s much like speaking. The more clarity you have about your work, the more precise your final output becomes.” For Gourab, it's not enough to simply know the mechanics of photography—there must be a deep-rooted understanding of what the image is trying to convey, and only then can the technical elements come into perfect harmony with the artistic vision. In his approach to fashion photography, Gourab emphasizes the importance of both realism and glamour. “Light can create a strong sense of realism while also evoking glamour. I like to mix the two whenever possible,” he explains. Whether he's working with natural sunlight or the controlled environment of a studio, Gourab uses light as a transformative tool, elevating the ordinary to the extraordinary. His work is highly referential, often drawing inspiration from the past while firmly planting itself in the present. This duality is what allows his images to remain timeless, even in the ever-changing world of fashion.

Fashion: A Dialogue Between Past and Future

Fashion photography is inherently forward-looking, constantly in dialogue with what’s next. Yet, for Gourab, the future doesn’t exist in a vacuum. “Fashion is about the future, but you also look to the past for inspiration,” he says. By tapping into both historical and contemporary influences, Gourab manages to stay ahead of trends without losing the timeless quality that defines his portfolio. His work with designers like Injiri showcases his ability to innovate while paying homage to traditional craftsmanship. “The surprises that come from these collaborations are always pleasant,” he adds. This fluid, open-minded approach to collaboration ensures that each project feels fresh while maintaining a cohesive narrative across his body of work.

Spontaneity Meets Precision

While Gourab's work is often meticulously planned, he is no stranger to the magic of spontaneity. In his words, “I love scripted things, but within that script, I like to find those small moments of variation that lead to eureka moments.” His process is less about rigidly adhering to a predetermined vision and more about creating a framework within which creativity can flourish. This balance between preparation and spontaneity is what allows him to capture unexpected moments that elevate his work beyond mere technical excellence. He recounts a particularly memorable shoot where an impromptu decision led to an artistic breakthrough. “Whenever I throw words at my subjects to evoke a mood, we end up creating something fabulous and completely unpremeditated,” he reflects. It’s this playful, improvisational quality that breathes life into his work, allowing for moments of raw, unfiltered emotion to shine through the lens.

The Human Connection

At the heart of Gourab's photography is his ability to connect with his subjects on a deeply human level. “I talk a lot with my subjects,” he says. “When you connect with a soul, and get them out of the shell they’ve inhabited, magic happens.” This connection allows Gourab to capture not just their physical appearance, but something much deeper—a glimpse into their inner world. His photographs feel less like posed images and more like intimate moments shared between friends. His fascination with classical dance, particularly with iconic figures like Uday Shankar, reflects his desire to delve beyond the surface. “Shooting someone like Uday Shankar would be a lot of fun,” Gourab muses. “His dance draws from miniature paintings and sculptures, offering a lot to play with creatively.” This fascination with the arts speaks to Gourab’s broader approach to photography—one that is rooted in exploration, curiosity, and a deep appreciation for the cultural tapestries that inform human expression.

Breaking Through the Noise

In an industry as fast-paced and competitive as fashion, it can be challenging to carve out a unique space. Gourab admits that breaking into the scene was no easy feat, particularly as someone who prefers a more introverted approach to networking. “I’m not part of any clique,” he reveals. “But when you do good work, you break through those barriers. People will notice.” For Gourab, it’s all about letting the work speak for itself. While he acknowledges the importance of self-promotion, he firmly believes that quality will always rise to the top.

“Fashion is about the future, but you also look to the past for inspiration



A Cultural Magpie’s Dream

When asked about his dream editorial shoot, Gourab’s answer is as imaginative as his work. “It would have elements from both the East and West, spanning different locations and blending the past with the future.” This global, cross-cultural perspective is central to Gourab’s identity as a photographer. He sees himself as a “cultural magpie,” collecting stories and images from the world around him, and his dream shoot would be a reflection of that diverse, multi-faceted approach to creativity.

The Future of Photography

Looking ahead, Gourab remains grounded in his passion for the craft. “I’m not here to change the world,” he says. “I just want to keep doing what I love and inspire others along the way.” For Gourab, the future of fashion and editorial photography isn’t about revolutionizing the industry—it’s about staying curious, staying engaged, and continuing to push the boundaries of creativity, one frame at a time. In an era where visual saturation can often dull the senses, Gourab Ganguli’s photography stands as a testament to the enduring power of storytelling through images. With a lens focused on both the technical and the emotional, the real and the imagined, his work offers viewers more than just a pretty picture—it offers a narrative, a feeling, and, above all, an experience. ■



THE MULTIFACETED JOURNEY OF VICTORIA KRUNDYSHEVA

SHAPING CREATIVE LANDSCAPES

In today's rapidly evolving creative industries, the lines between disciplines are becoming increasingly blurred. Few embody this intersectionality as seamlessly as **Victoria Krundysheva**—an artist whose career spans photography, creative direction, writing, and education. With her work frequently gracing the world of high fashion and avant-garde storytelling, Krundysheva's unique approach has made her a beacon for aspiring creatives. Through a blend of intellectual rigor and artistic intuition, she navigates the demands of these diverse roles, offering a vision that is not only cohesive but deeply inspirational. In this in-depth exploration, we delve into her creative process, influences, and aspirations for the future.

Integrating Art and Education: A Holistic Vision

For Krundysheva, her diverse roles—whether as a photographer, writer, or educator—are not separate pursuits but rather extensions of a singular creative vision. As she eloquently states, "All creative activities have the same root and come from the same place, so I do not require any integration. Each new one only expands and deepens the current one." This holistic approach allows her to seamlessly navigate different creative mediums, with each informing and enriching the other. Writing, for instance, inspires her photography by giving her new stories to visualize. The creative direction she brings to shoots is informed by the storytelling instincts honed through years of writing. "When I photograph," she says, "I just complete the cycle of storytelling." And as an educator, she channels this wealth of experience to guide students toward their own creative centers. Her teaching philosophy emphasizes tapping into one's creative energy rather than fixating solely on tools and techniques, as "anyone can learn them at any time." Instead, she believes the real challenge is helping students access their own unique creative voice.

Krundysheva's role as an educator is not just about imparting knowledge but fostering a mindset that encourages freedom in artistic expression. She teaches students to approach their work with curiosity and joy, stripping away the fear of failure that often stifles creativity. As she points out, "Failures in our work are exciting opportunities to learn and expand. Not something to punish yourself for."

Visual Storytelling: Blending Artistic Innovation with Commercial Appeal

Krundysheva's work as a fashion photographer and creative director is a delicate balancing act between artistic innovation and commercial appeal. However, in her personal and editorial projects, she is adamant that commercial factors are not her focus. "They are purely storytelling and fashion-based," she explains. It's in her fashion campaigns that she collaborates closely with brands to ensure that her artistic vision aligns with the commercial goals of the client.

In such collaborations, Krundysheva seeks to understand the brand's story and inspiration, crafting a concept that showcases its key aspects. However, she is selective about the clients she works with, ensuring that their vision aligns with her aesthetic. "If it doesn't align," she says, "I recommend clients find the creator they are more aligned with." Her experience as an author has profoundly influenced her visual storytelling in fashion photography. She describes photography as a medium where "emotions and thoughts take a concrete visual form," much like how words form narratives in writing. This seamless blending of the verbal and visual gives her photography a depth and emotional resonance that transcends the typical fashion shoot. "It's like trying new exercises to strengthen your muscles," she says. "Once the muscles are strong, how you apply that strength is up to you."

> ***"Each new one only expands and deepens the current one***

Pushing Creative Boundaries: The Power of Authenticity

Krundysheva's most memorable projects are often the most recent ones, as they reflect her current creative journey. Her recent project, "Honesty and Truth," is particularly notable for its emphasis on authenticity. She challenged herself to let go of control, allowing the imagery to tell her what it needed to be without interference. "Letting go of control and tapping into the purest form of creation can be one of the hardest things to allow yourself to do," she admits, "but it is the ultimate experience of it." This approach is emblematic of Krundysheva's belief in the power of authentic storytelling. Whether in photography or writing, she allows the story to unfold organically, rather than imposing preconceived notions on it. This authenticity is also what she seeks to instill in her students. "I try to teach them to have fun with their work," she says. "When we don't have fun with what we do, we limit our creativity."

Navigating Trends: Staying True to a Distinctive Style

In an industry often driven by trends, Krundysheva remains steadfast in her commitment to her unique artistic vision. For her, trends are merely reflections of the current social and economic landscape, and while she may incorporate elements of them into her work, they never dictate her creative direction. "You can dress up head to toe in trends and still have no personality in your dressing sense," she notes, highlighting the importance of maintaining a distinctive style. This philosophy is particularly evident in her approach to fashion photography, where storytelling remains the core of her work. She carefully layers her visuals to create a narrative that resonates on multiple levels, yet she acknowledges that the interpretation of art is ultimately in the hands of the viewer. "You can look at a blank canvas and see a universe," she says, "or you can look at it and see fingerprints."

Mentorship and the Future of Creative Education

Krundysheva's role as an educator goes beyond teaching technical skills; she is deeply invested in helping her students navigate the evolving challenges of the creative industry. Her students, in turn, provide her with new perspectives, keeping her attuned to the latest developments in photography and fashion. "Through my students, I see and discover new changes they face almost daily," she explains. This reciprocal learning process informs her teaching and keeps her approach dynamic and responsive to the needs of the next generation of creatives. Looking ahead, Krundysheva aspires to continue fostering a creative community that values freedom of expression. She envisions a future where artists are empowered to create without fear, contributing to a more inclusive and diverse creative space. "My biggest aspiration has always been to grow artists who express themselves freely and fearlessly," she says. "This approach will eventually create a more inclusive creative space for all."

A Legacy of Creative Freedom

Victoria Krundysheva's career is a testament to the power of interdisciplinary creativity. By seamlessly integrating photography, writing, and education, she has crafted a body of work that is intellectually rigorous, emotionally resonant, and artistically innovative. Her commitment to authentic storytelling, both in her own work and in her mentorship of others, has made her a trailblazer in the world of fashion photography and creative direction. As she continues to push the boundaries of her art, she remains an inspiring figure for the next generation of creatives, proving that true artistic freedom lies in embracing the multifaceted nature of one's creative expression. ■

A VISION ROOTED IN EMPATHY AND LEADERSHIP

"Success is not final, failure is not fatal: It is the courage to continue that counts." — Winston Churchill. When we look at the journey of **Aashna Choudhary**, an IPS officer from Uttar Pradesh, we see this courage reflected in every step she has taken. Aashna's story is not just about cracking one of the toughest exams in the country but also about the tenacity to rise above challenges and emerge stronger, more focused, and determined.

The Pivotal Moments of Resilience
Aashna's path to the Indian Police Service (IPS) was riddled with obstacles, from failing the UPSC Prelims twice to balancing academic responsibilities. She recalls one defining moment during her third attempt at the Prelims, a moment that tested her willpower like never before. With just two days to the exam, while her peers were engrossed in last-minute revisions, Aashna was frantically completing a research paper on South Asian Culinary Traditions. Working for 21 straight hours, she finished the assignment, exhausted but determined. It wasn't just a test of academic endurance but a testament to her unwavering commitment. For Aashna, this was a moment of intense pressure, yet it reaffirmed her belief in resilience and perseverance.

The Influence of Literature in Governance
Aashna's academic background in English Literature provided her with more than just intellectual rigor; it shaped her understanding of leadership and governance. Literature, with its deep reflections on society, humanity, and culture, helped her connect with the social fabric of India. "Literature fosters empathy," she says. Works like Bhimayana, which highlight the experiences of the marginalized, helped her appreciate the complexities of social hierarchies and the importance of transparent governance. This intersection between literature and governance is unique to Aashna's approach as a public servant. She understands that clear communication is essential in her role, whether it's addressing the public in Jan Sunwais (public hearings) or engaging with marginalized communities. Her academic insights have allowed her to approach governance with compassion and inclusivity, ensuring that the needs of the vulnerable are met with sensitivity.

A Shift in Strategy—The Turning Point
Aashna's third attempt at the UPSC brought with it a seismic shift in her preparation strategy. Her previous failures didn't dishearten her but served as stepping stones to success. After two failed attempts, she realized the importance of focus and revision over endless expansion of study material. This realization led her to make concise notes for quick reviews, take more mock tests, and analyze them meticulously. She also emphasized time management by solving previous years' question papers under exam-like conditions. These strategic changes transformed her approach, enabling her to perform better and finally clear the Prelims. For Aashna, this wasn't just a practical adjustment; it was an embodiment of her belief in learning from mistakes and refining her efforts with each step.

Balancing Academics with UPSC Preparation
Aashna pursued a master's in International Relations while preparing for the UPSC. The journey was far from smooth. There were moments of doubt when she considered dropping out of the master's program, fearing that it would interfere with her UPSC preparation. However, her parents pushed her to continue, and she cleared the master's entrance exam with an All India Rank (AIR) of 26. From that moment on, Aashna realized that time, though limited, could be managed efficiently. She set a micro-goal of dedicating 6-8 hours daily to UPSC preparation, handling other challenges flexibly. Her story is a powerful reminder of Napoleon Hill's wisdom: "Don't wait. The time will never be just right."

"Don't wait. The time will never be just right!

The Role of Social Media in Public Service
In an age where communication is instantaneous, Aashna actively uses social media platforms like Instagram to inspire and empower UPSC aspirants. For her, social media isn't just a place for casual interactions but a platform for transparency, education, and motivation. She believes that platforms like Instagram can foster a community of aspirants, facilitating discussions, sharing resources, and inspiring each other to push beyond limits. The civil servants who share insights and success stories on social media serve as role models for future generations, and Aashna's consistent engagement highlights her belief in the power of communication. Through visual content and infographics, she simplifies complex information, making it accessible to all.

Empathy and Community Engagement—A Holistic Vision for Policing
As a newly minted IPS officer, Aashna envisions a future of policing that is centered around empathy, community engagement, and accountability. Having worked with underprivileged children through the NGO Vidya during her NSS days, she developed a deep understanding of societal inequalities. This experience influenced her perspective on how police forces should interact with vulnerable communities, especially children. Aashna is particularly passionate about fostering compassion among police personnel when dealing with marginalized groups. For her, policing isn't just about enforcing laws—it's about understanding the social fabric of the community and playing an active role in empowering citizens. Her vision involves adopting the CAMPS model by Prof. Bayley, which promotes consultation, adaptation, mobilization, and problem-solving in community policing. By following this model, Aashna believes India's police force can build trust and strengthen its relationship with the public.

The Importance of Representation in the Civil Services
As a woman in the predominantly male field of policing, Aashna understands the importance of representation. She recalls being advised by many to reconsider her decision to join the police force, citing her "delicate" nature and the challenges of commanding respect as a woman in a male-dominated environment. These comments only strengthened her resolve to break stereotypes and prove that women are just as capable in fields traditionally reserved for men. For Aashna, representation is crucial in dispelling myths about gender roles. It challenges cognitive biases and inspires future generations of women to dream beyond societal expectations. Her success serves as a beacon of hope for many young women aspiring to join the civil services, showing that with determination and hard work, barriers can be broken.

A Vision Rooted in Empathy and Leadership
Aashna Choudhary's journey is a testament to resilience, intellect, and the power of empathy in leadership. Her approach to governance is deeply rooted in literature, community engagement, and transparent communication. She is driven by a vision to create a more inclusive society, one that upholds the values of unity and diversity. Her personal motto, "Believe you can, and you're halfway there," is not just a guiding principle for her but also an inspiration for countless others who look up to her. As Aashna continues to serve as an IPS officer, her journey will undoubtedly leave an indelible mark on the fabric of Indian society, transforming the future of policing and governance with empathy and integrity. ■

NARAYANI VASTRA

Blending Heritage With Modern Elegance

In the vibrant world of fashion, few brands encapsulate the ethos of tradition meeting modernity as beautifully as **Narayani Vastra**. With a mission to celebrate India's rich cultural heritage through contemporary design, this brand has become a beacon for those seeking clothing that is both stylish and steeped in history. As we delve into the inspirations and processes behind Narayani Vastra's collections, we uncover a narrative that highlights the brand's commitment to craftsmanship, sustainability, and innovation in the realm of ethnic wear.

Merging Tradition with Contemporary Design

At the heart of Narayani Vastra lies an expert balancing act: merging intricate traditional Indian craftsmanship with contemporary design aesthetics. The brand achieves this by integrating elements such as meticulous hand-embroidery and block printing into modern silhouettes that resonate with today's fashion-forward consumer. Collections like "Savera" and "Tyohar" are prime examples of this fusion, featuring fabrics like chanderi and pure cotton that are elevated through innovative cuts and designs. For Narayani Vastra, it is essential that each piece tells a story—a story that resonates with the modern woman who appreciates both comfort and elegance. The designers draw from time-honored techniques, ensuring that the craftsmanship shines through every stitch, while simultaneously keeping an eye on current fashion trends. This approach ensures that each piece is not only a garment but also a work of art, embodying the spirit of Indian heritage in a way that feels fresh and relevant.

Celebrating Cultural Heritage
The “Tyohar” collection is particularly notable for its deep-rooted inspirations drawn from Indian cultural heritage. Celebrating festivals like Rakshabandhan, Navratri, and Diwali, the collection is a kaleidoscope of vibrant colors and traditional embroidery. Each piece reflects the joy and richness of Indian celebrations, seamlessly blending traditional elements with contemporary design principles. The incorporation of luxurious fabrics further enhances this collection, making it perfect for festive occasions. From the soft draping of cotton to the ethereal qualities of organza, each fabric choice is deliberate, designed to evoke the feeling of celebration while appealing to modern sensibilities. The result is a collection that honors Indian traditions while inviting a new generation to engage with their cultural roots.

Relevant Designs for Every Generation
In a rapidly changing fashion landscape, Narayani Vastra thrives by appealing to both younger generations and those with a deep appreciation for traditional ethnic wear. The brand achieves this by combining timeless techniques, such as hand-embroidery, with contemporary and comfortable fabrics like cotton and linen. This blend not only enhances wearability but also ensures that the pieces remain relevant across age groups. Narayani Vastra's evolving color palettes, which range from pastel tones to vibrant hues, are designed to attract a diverse audience. The intricate detailing in their collections captivates those who seek heritage in their clothing, while the modern cuts and comfortable fits resonate with younger shoppers looking for stylish yet authentic options. This thoughtful approach ensures that Narayani Vastra remains a favorite among various demographics, bridging generational gaps through fashion.

Commitment to Sustainability
In an age where sustainability is no longer just a trend but a necessity, Narayani Vastra stands out for its commitment to ethical practices. The brand prioritizes the use of natural fabrics, such as pure cotton and organza, in its collections, championing sustainable fashion. This focus on handcrafted techniques, like block printing and hand-embroidery, not only preserves traditional artistry but also promotes a slower, more considered approach to fashion consumption. The garments produced by Narayani Vastra are designed to be long-lasting, emphasizing quality over quantity. This philosophy aligns with the growing consumer demand for sustainable clothing options, and it highlights the brand’s role in fostering a more responsible fashion industry. By marrying traditional techniques with modern production practices, Narayani Vastra is paving the way for a future where fashion is both beautiful and sustainable.



A Piece That Embodies the Essence of Narayani Vastra
One standout piece from the “Savera” collection epitomizes the fusion of heritage and modern elegance. This exquisite creation features warm whites adorned with traditional Indian embroidery, reflecting a soft, delicate beauty that is perfect for both casual outings and formal occasions. The design showcases the brand’s commitment to minimalism while honoring its cultural roots. This piece serves as a reminder that fashion can transcend time and trends, embodying the elegance of Indian craftsmanship in a modern context. It’s a versatile addition to any wardrobe, proving that heritage can be stylishly integrated into contemporary life.

Collaborating with Skilled Artisans
The artisans and craftsmen behind Narayani Vastra play an integral role in preserving traditional techniques. The brand collaborates closely with skilled artisans who have mastered hand-embroidery and block printing, ensuring that these centuries-old crafts continue to thrive in today’s fashion landscape. This partnership not only enhances the authenticity of Narayani Vastra's designs but also empowers the artisans by showcasing their unique skills. By prioritizing collaborations with local craftsmen, Narayani Vastra ensures that traditional techniques remain relevant and appreciated. This commitment to authenticity is crucial in an industry often characterized by fast fashion and mass production.

Innovating within Heritage
Navigating the space of ethnic wear while staying true to its roots presents challenges for Narayani Vastra. The brand carefully balances innovation with heritage, ensuring that modern trends align with traditional values. This requires thoughtful design that maintains the integrity of the craftsmanship while introducing new silhouettes and fabrics. Through meticulous attention to detail and a commitment to quality, Narayani Vastra successfully navigates these challenges, demonstrating that it is possible to honor the past while embracing the future.

The Future of Ethnic Wear
Looking ahead, Narayani Vastra envisions a future where ethnic wear evolves through the incorporation of modern trends and international sensibilities. The brand believes that as consumers increasingly appreciate the fusion of cultural heritage with contemporary style, ethnic wear will gain greater prominence in the global fashion landscape. Narayani Vastra is poised to play a significant role in this evolution, showcasing the timeless beauty of traditional Indian textiles and techniques in ways that resonate with modern consumers.

A Celebration of Craftsmanship
In a world where fashion can often feel ephemeral, Narayani Vastra stands as a testament to the enduring power of tradition and craftsmanship. By blending heritage with modern elegance, the brand not only honors India’s rich cultural tapestry but also paves the way for a future where ethnic wear is celebrated on a global stage. As Narayani Vastra continues to innovate and inspire, it invites fashion enthusiasts to embark on a journey that transcends time, culture, and trends—one that beautifully marries the past with the present. In doing so, they remind us that true style lies not just in what we wear, but in the stories we tell through our garments.■



HAIR **SNEHAL CHANDORKAR** | PHOTOGRAPHER **FAIZI ALI** | MUA **KRITIKA CHHAJED** | ASSISTANT ON SET **JAGAT ASSISTANT** | ARTIST REPUTATION MANAGEMENT **SHIMMER ENTERTAINMENT**

UNSTOPPABLE, UNAPOLOGETIC, & VERSATILE

Adah Sharma's willingness to embrace change and challenge norms makes her a true trailblazer. Her journey is a powerful reminder that artistry lies not just in talent but in the courage to constantly push one's own boundaries, creating a legacy that is as dynamic and multi-faceted as the artist herself!

In the ever-evolving landscape of Indian cinema, Adah Sharma stands out as an actress unafraid to experiment with roles across genres, languages, and styles. Known for her intense portrayal of diverse characters and her willingness to dive deep into her roles, Sharma's journey from her debut in the horror film 1920 to recent projects like The Kerala Story and Bastar demonstrates her fearless approach to acting. Speaking candidly about her career, her artistic values, and her vision for the future, Adah offers insights into what makes her one of the most exciting talents in the industry today.

Portraying Reality with Empathy

In The Kerala Story, Adah took on the role of Shalini, a character inspired by real-life events, which required an immense amount of emotional investment. The role was challenging, not only because of the intense subject matter but also because it touched on the lives of actual survivors. "Just knowing that the movie is based on true events and getting the opportunity to tell the story of so many girls was amazing," she reflects. Meeting the survivors and hearing their stories brought a deeper level of empathy to her portrayal, allowing her to immerse herself fully in the character's world.

To embody Shalini, Adah underwent extensive workshops to capture the nuances of the role, from the accent to the character's emotional journey. "I tried to be as much 'Shalini' as I could," she says, underscoring the dedication she brings to her craft. This commitment to authenticity and depth in her performances has become a hallmark of her career, making her a powerful force in an industry where authentic storytelling is increasingly valued.

> ***"Sometimes even bad experiences shape you as a performer***

A Journey Across Genres

For Adah, versatility is more than just a career choice—it's a way of expanding her creative horizons. Her filmography spans genres, from horror to action, comedy, and beyond, illustrating her desire to challenge herself with each new project. "I was tagged with my horror movie journey with 1920," she explains, acknowledging that her early work shaped initial perceptions of her talent. However, she's made a conscious effort to step beyond those labels, taking on roles that showcase different facets of her ability.

Her recent work reflects this diversity. In Bastar, she portrays a soldier leading her country into war, a stark contrast to her role as a naive girl in The Kerala Story. She further pushed boundaries in Sunflower, where she played a seductive bar dancer. "Now I am doing Reeta Saniyal, where I am getting 10 characters in one show," she adds. This role is a testament to the trust that filmmakers place in her ability to seamlessly adapt to different personas, allowing her to redefine her identity with each new project.

Embracing a Private Life in a Public World

In a world where social media has transformed how actors connect with fans, Adah has found a balance that allows her to maintain her privacy. She acknowledges the role social media plays in engaging with her audience but remains selective about her visibility. "I don't take the pressure of being visible all the time," she shares. For Adah, the focus is on sharing her work and projects, rather than constantly updating fans on her personal life.

She also values authenticity in her online presence, choosing to share unedited, self-shot content that reflects her true self. Her behind-the-scenes posts resonate with her followers, as they offer a glimpse into her genuine personality—quirky, unfiltered, and wholly relatable. This approach has garnered her a loyal fanbase that appreciates her transparency and honesty.



ARTIST REPUTATION MANAGEMENT **SHIMMER ENTERTAINMENT**

Physical Transformation as an Art Form
Adah's dedication to her roles often extends to her physicality, underscoring her belief in fully embodying each character. For Commando, she trained rigorously in hand-to-hand combat, honing her physical fitness to meet the demands of the action sequences. Her role in Bastar required a different type of transformation, as she put on 15 kilograms to authentically portray a soldier's physicality. "I transform myself with the demand of the character," she says, emphasizing how integral physical adaptation is to her process.

"Don't take anybody's advice because your path will always be different

Her commitment to changing her appearance, from her petite look in The Kerala Story to a more voluptuous presence in Sunflower, highlights her understanding that physicality plays a crucial role in character portrayal. Each transformation is a reflection of her immersive approach to acting, allowing her to bring a unique authenticity to each role.

Fashion as an Extension of Character
Fashion, for Adah, is not just about red carpet appearances but also an extension of her on-screen personas. While she enjoys experimenting with style for photoshoots or events, her real-life wardrobe remains practical, particularly when she's shooting back-to-back projects. "When I was shooting Reeta Saniyal, my focus was on the accent, dialogue, body language, etc.," she explains, noting that during such periods, fashion takes a backseat to her performance.

Her approach to style is a reflection of her commitment to her work. Rather than following trends, Adah's fashion choices are often informed by her current roles, with each character offering a new opportunity to experiment with her appearance. This fluid approach allows her to continually evolve her style, mirroring the diverse range of characters she portrays on screen.

A Grounded Approach to Stardom
Despite the glamorous image associated with Bollywood, Adah remains grounded in her values. She recognizes the importance of staying true to herself, even as she takes on glamorous roles. "I can play a very glamorous role for a character, but in real life, I am not that glamorous—and faking it doesn't keep me happy," she reveals.

This grounded outlook is integral to her longevity in the industry. Rather than letting fame define her, she focuses on her work and her principles, understanding that authenticity is key to long-term fulfillment. Her honesty and openness about her values have endeared her to fans, making her a relatable figure in a world often dominated by superficiality.

Learning from Diverse Cinematic Experiences
Adah's career spans multiple film industries, including Hindi, Telugu, and Tamil cinema. Each has shaped her as a performer, offering her a diverse range of experiences and learning opportunities. She credits her growth to the directors she has worked with, noting that both positive and challenging experiences have taught her valuable lessons. "Sometimes even bad experiences shape you as a performer," she reflects.

Her work in these different industries has also given her a unique perspective on the craft of acting. She believes that the quality of a performance often depends on the vision of the director, and she approaches each project with an openness to learning. This attitude allows her to adapt to various styles and storytelling techniques, enriching her artistry as an actor.

A Passion for Dance and Performance
Adah's love for dance is another facet of her artistic expression, one that she hopes to bring into her future acting roles. Trained in classical Kathak, she understands the discipline, focus, and expressiveness that dance requires. "Kathak teaches you discipline, dedication, focus, expressions, and adaayein (manners)," she explains. Her background in dance has shaped her approach to body language in her roles, adding a layer of physical nuance to her performances.

Her dance videos often go viral on social media, underscoring her popularity and her connection to the performing arts. Adah is open to exploring a dance film in the future, which would allow her to combine her passion for movement with her love for acting, creating a role that would be both physically and emotionally fulfilling.

Championing Unconventional Storytelling
Adah is part of a new wave of actors pushing for unconventional narratives in Bollywood, a trend she embraces wholeheartedly. Films like The Kerala Story and Sunflower showcase her willingness to step into bold, complex stories that break away from traditional formulas. Her recent work in Reeta Saniyal, a pulp-fiction series, is another example of her commitment to experimental storytelling.

She believes that well-written characters, regardless of gender, are essential to compelling cinema. As Bollywood continues to embrace women-centric films, Adah hopes to see more roles that offer depth and complexity, allowing female actors to shine. She is excited to be part of this evolution, taking on roles that challenge both societal norms and artistic boundaries.

Looking Ahead
With over a decade in the industry, Adah remains as passionate and driven as ever. Her advice to aspiring actors is simple yet profound: "Don't take anybody's advice because your path will always be different." Her journey is a testament to this philosophy, as she has consistently forged her own path, unbound by convention or expectation.

Looking to the future, Adah is excited about her upcoming projects, including a unique role as a non-human entity in her latest film. Her recent success with Reeta Saniyal, now one of the highest-watched OTT series, reflects the audience's appreciation for her talent and versatility. As she continues to break new ground in Indian cinema, Adah Sharma's career promises to be a journey of exploration, resilience, and artistic courage.

In an industry where reinvention is key, Adah Sharma's willingness to embrace change and challenge norms makes her a true trailblazer. Her journey is a powerful reminder that artistry lies not just in talent but in the courage to constantly push one's own boundaries, creating a legacy that is as dynamic and multi-faceted as the artist herself. ■



ARTIST REPUTATION MANAGEMENT **SHIMMER ENTERTAINMENT**



ARTIST REPUTATION MANAGEMENT **SHIMMER ENTERTAINMENT**



Navigating Artistic Realms

MEGNA MUKHERJEE

In the vibrant landscape of contemporary Indian arts, few narratives resonate as powerfully as that of **Megna Mukherjee**—a multifaceted talent gracefully transitioning from the rhythm of jazz dance to the dynamic worlds of acting and modeling. As she prepares to step onto the silver screen with her debut film Baraabar Premistha, a Telugu production set to release next month, Megna reflects on her diverse journey, influenced by a rich tapestry of family heritage and artistic pursuits.

Dance: The Foundation of Expression

Megna's journey began with the art of dance, a discipline that has profoundly shaped her approach to both acting and modeling. "Dance has shaped my life in numerous profound ways," she states. It has fostered a deep sense of self-expression, allowing her to communicate emotions and experiences that often transcend the limitations of words. This foundation in dance has imbued her with resilience and a strong work ethic, virtues she finds invaluable in the demanding arenas of acting and modeling. "The discipline of learning and practicing dance has built resilience, dedication, and a strong work ethic which really helped me in acting," she shares, highlighting how movement has become the language through which she articulates her artistry.

Influences from an Iconic Heritage
Growing up in a household where excellence was a norm—her mother, an international sports icon, and her father, a successful business leader—Megna's artistic and personal journey was profoundly shaped by their influences. Rather than steering her towards specific career paths, her parents encouraged her to pursue what made her happy. "They let me make my own path and always supported me through my likes, dislikes, and choices," she reflects, showcasing the nurturing environment that has allowed her to flourish creatively.

A Stepping Stone to Stardom
Winning the Times Fresh Face competition marked a pivotal moment in Megna's career, serving as a springboard into the limelight. "It gave me the assurance that I belonged in front of the cameras and stage," she explains. This newfound confidence propelled her forward, reinforcing her belief in her capabilities and laying the groundwork for her ambitious aspirations in the film industry. Her admiration for Deepika Padukone, especially in Om Shanti Om, ignited her desire to enter Bollywood. "My first film Baraabar Premistha releases next month, and I'm so excited and grateful for the opportunity," she shares, with a palpable sense of anticipation. Already signed for a second film, Megna is committed to carving out her space in the Indian film industry, aspiring to leave a lasting mark.

Bridging Art and Commerce
Having collaborated with leading brands like Titan and L'Oréal, Megna's journey in the commercial world has also been marked by memorable milestones. One of her cherished experiences was discovering a Pantaloons hoarding featuring her image, an unforgettable moment shared with her family. "My grandparents found me on a Pantaloons hoarding, and it made my entire year," she recalls fondly. Such moments exemplify how her artistry has resonated with audiences, bridging the gap between personal achievement and public recognition.

"Think big and make it happen



The Art of Balance
As an artist who thrives on both creative freedom and the precision demanded in acting and modeling, Megna adeptly navigates the complexities of her craft. "Most art forms give you the freedom to express your own uniqueness," she explains, emphasizing how the fluidity of jazz complements the structured demands of acting and modeling. Training under renowned choreographers like Shiamak Davar and Dimple Kotecha has been instrumental in shaping her artistic identity. "Shiamak Davar helped me build a strong foundation at a very young age, and Dimple Kotecha revived my love for dancing," she acknowledges, expressing gratitude for their guidance in honing her skills.

Academic Roots and Sporting Discipline
Megna's academic background, encompassing a BMM degree from St. Andrews and early education at Hiranandani Foundation School, has informed her approach to the entertainment industry. "My parents always made me focus on my education as well as my artistic skills," she states, reflecting on their belief in a well-rounded development. This balance extends into her personal interests, including table tennis, which she has pursued at the state level. Drawing parallels between sports and the arts, she notes that both domains require perseverance, focus, and a strong work ethic.

Authenticity in the Commercial Realm
Maintaining authenticity while navigating the commercial world presents its challenges. Megna emphasizes the importance of listening to her intuition with every project she undertakes. "It's very important to trust your instinct in this field of work," she advises, highlighting the need for personal integrity amid external pressures. Echoing Kevin Durant's quote about hard work prevailing over talent, Megna embodies this philosophy, attributing her success to dedication and effort. "I think there is no success without hard work," she asserts, showcasing her commitment to perseverance in the face of challenges.

Embracing Cultural Heritage
Representing West Bengal in Miss India 2022 was not merely a title for Megna; it was an embodiment of her roots and cultural identity. "It was a profound honor that fills me with pride and responsibility," she reflects. Each aspect of her state, from its rich culture to its history, informs her artistry and serves as a reminder of where she comes from. Her connection to Kolkata remains strong, as she maintains her Bengali language skills and visits her grandparents annually.

A Guiding Light for Aspiring Artists
As a young woman navigating the complexities of the entertainment industry, Megna's journey serves as an inspiration for aspiring artists. "Think big and make it happen," she encourages, emphasizing the importance of ambition and determination. In an era where creativity and commerce often intersect, Megna Mukherjee stands as a testament to the power of resilience, authenticity, and artistic exploration. As she embarks on her journey in the film industry, she carries with her the lessons of dance, the strength of her familial legacy, and an unwavering commitment to her craft. Her story exemplifies how passion, hard work, and a strong sense of self can shape a remarkable artistic journey, illuminating a path for others to follow.

In conclusion, Megna Mukherjee's journey is not just about the accolades and milestones she has achieved; it is a celebration of the multifaceted nature of artistry. With each dance, each role, and each campaign, she continues to redefine what it means to be a modern artist, inspiring generations to embrace their passions and pursue their dreams with tenacity and grace. ■

CRAFTING IDENTITY

THROUGH STYLE & EXPRESSION

Yalda Zazai

When creativity and individuality reign supreme, aspiring model Yalda Zazai stands out with her unique perspective and infectious enthusiasm. Her journey into the realm of fashion has been one of self-discovery, resilience, and a passion that transcends mere aesthetics. With dreams that stretch far beyond the runway, Yalda embodies the spirit of a new generation of models who dare to blend personal style with cultural richness, reflecting both heritage and modernity.

A Passion Transformed into a Calling
For Yalda, the realization that fashion was her true calling came during a school event when she designed her first outfit. “Seeing people admire my work made me feel like I was meant to create,” she recalls. This pivotal moment ignited a fire within her, leading her to pursue a career in fashion modeling. It was a blend of artistry and admiration that solidified her commitment to the industry, laying the foundation for a journey marked by creativity and self-expression.



Personal Style: A Reflection of Self
Yalda's personal style can be described as a harmonious blend of casual chic—a look that not only speaks to her love for comfort but also to her desire to stand out. "I love wearing comfortable clothes but always add a unique accessory to stand out," she shares, revealing how her wardrobe reflects her laid-back yet creative personality. This philosophy of mixing comfort with creativity allows her to curate looks that feel authentic while also making a statement.

Dreaming of the Runway
If given the chance, Yalda dreams of walking the runway for none other than the illustrious Manish Malhotra. "His designs are so rich in culture and elegance, blending traditional Indian aesthetics with modern flair," she explains. The thought of showcasing stunning craftsmanship and vibrant colors while celebrating Indian culture captivates her imagination. To Yalda, the runway is not just a platform for fashion; it is a stage for cultural celebration and artistic expression.

Fashion as a Canvas for Creativity
Fashion serves as Yalda's canvas, allowing her to express her individuality and creativity. "I love mixing different styles, colors, and patterns to create unique looks that showcase who I am," she explains. For her, each outfit tells a story, an opportunity to convey emotions and experiences through fabric and design. Yalda thrives on the freedom that fashion provides, enabling her to experiment with her appearance while embracing her true self.

Mastering the Art of Posing
In the modeling industry, mastering the art of posing is crucial, and Yalda shares her secrets to capturing the perfect shot. "I practice in front of a mirror to know my angles," she reveals. She emphasizes the importance of good posture, confidence, and relaxation to avoid any tension that might show in her photographs. Communication with the photographer is another essential element in her process, allowing her to navigate the creative vision collaboratively. With each click of the camera, Yalda continues to refine her skills, ensuring her presence resonates in every frame.

Essential Wardrobe Staples
As an aspiring fashionista, Yalda identifies three must-have items in her wardrobe: a classic white shirt, a little black dress, and a statement jacket. These timeless pieces not only offer versatility but also serve as foundational elements for creating countless stylish ensembles. Each item embodies her understanding of fashion as a dynamic form of self-expression, enabling her to craft looks that are both chic and comfortable.

Influences and Inspirations
While Yalda finds inspiration through various mediums, she believes that fashion magazines and social media play a significant role in shaping her aesthetic. "Sometimes it's hard to pinpoint what inspires me," she admits, but she understands the importance of drawing from diverse sources to cultivate her personal style. Reflecting on her journey, she acknowledges the influence of fashion icons who have shaped her understanding of individuality in the industry.

Embracing Diversity in Fashion
The fashion industry has undergone a remarkable evolution in recent years, particularly concerning diversity and inclusivity. Yalda embraces this transformation, recognizing a growing appreciation for different body types, backgrounds, and styles. "I feel like there's a greater appreciation for diversity now, which is super cool for emerging models," she observes. Social media has played a pivotal role in amplifying voices that were once marginalized, creating a space for models like Yalda to showcase their unique perspectives.

Navigating the Digital Landscape
In the age of Instagram and TikTok, social media has become a powerful tool for building a personal brand. Yalda has approached her online presence with intention, keeping her Instagram private and showcasing select aspects of her life on TikTok. "It's about sharing what feels right for me while still connecting with others," she explains. This measured approach allows her to maintain authenticity while gradually engaging with the fashion community.

"I practice in front of a mirror to know my angles

Overcoming Challenges
Breaking into the modeling industry is not without its challenges, and Yalda acknowledges the struggle of dealing with rejection. "It can be tough, but I try not to take it personally," she confides. Instead, she focuses on growth and improvement, drawing strength from her supportive friends and mentors. "Staying positive and persistent makes a big difference!" Through resilience and a commitment to her craft, Yalda exemplifies the determination necessary to thrive in the competitive world of fashion.

A Bright Future Ahead
Yalda Zazai's journey in the fashion world is just beginning, yet her vision for the future is vibrant and full of promise. As she continues to navigate the complexities of the industry, she embodies the spirit of modern modeling—where creativity, individuality, and cultural richness intertwine to create a dynamic narrative. With dreams of walking for renowned designers and a commitment to self-expression, Yalda is poised to leave an indelible mark on the fashion landscape.

In a world where fashion is often viewed as superficial, Yalda reminds us that it can be a profound medium for self-expression and cultural celebration. As she steps onto the runway, she carries with her not just a sense of style but a story—a narrative of resilience, creativity, and a love for the art of fashion. The future is bright for Yalda Zazai, and the fashion industry eagerly awaits the impact she is destined to make. ■

Redefining Authenticity in the Digital Age

Juhi Bhatt

In the vast and ever-changing landscape of the internet, where algorithms often seem to dictate success and trends reign supreme, there are few influencers who manage to stay as authentic and true to themselves as **Juhi Bhatt**. Known for her dual career as a popular actress and a digital content creator, Bhatt has carved out a niche for herself in both worlds. Her journey is not just one of viral success but a story of embracing her quirks, learning from her fans, and sharing her authentic self with the world.

In an interview with Popp Dapp Fashion Magazine, Juhi Bhatt sheds light on how the digital world has shaped her personal identity, her creative process, and the legacy she hopes to leave in an ever-evolving space. Her insights are a refreshing reminder that while social media may seem like a curated world of perfection, there is a lot more depth beneath the surface.

From Viral Sensations to Personal Discoveries

Bhatt's online journey began much like many influencers: sharing moments of her life that resonated with an audience. But it quickly evolved into something deeper. "The internet has given me a unique platform to express myself beyond acting," Bhatt explains. While her career as an actress laid the groundwork for her fame, it was her digital presence that allowed her to show other sides of herself. "It's where I've learned to embrace my quirks and passions, like beauty and lifestyle," she adds, reflecting on the duality of her identity as both an actress and influencer. The internet, for Bhatt, is not just a stage for her public persona but also a space where she's discovered new sides of herself. The support and interaction she's received from her loyal following have helped shape her confidence in sharing the real Juhi Bhatt—a woman with a passion for creativity, beauty, and inspiring others.

Challenging the Misconceptions About Influencers

Despite her success, Bhatt is quick to address the common misconceptions about the influencer world. "A big misconception is that being an influencer is easy or superficial," she says candidly. In an age where Instagram filters and carefully curated posts dominate the scene, many people believe that creating content is as simple as clicking "upload." But Bhatt challenges this notion by pointing out the careful planning and creativity required behind the scenes. "There's so much planning, creativity, and effort that goes into creating content that resonates with an audience," she explains. Her approach is all about authenticity—ensuring that every post or video reflects her real experiences and interests, rather than simply following trends for the sake of engagement. It's this raw honesty that keeps her audience coming back for more, knowing that what they see is an unfiltered glimpse into Bhatt's world.

Juhi Bhatt: The Dramedy Star

When asked how she would describe her life if it were a movie, Bhatt humorously replied, "Definitely a dramedy!" She elaborates on the balance of humor and emotion in her life, blending lightheartedness with moments of deeper introspection. Bhatt envisions someone like Alia Bhatt playing her in this cinematic version of her life—a perfect reflection of both her playful charm and the emotional depth that underpins her journey.

Crafting Content and Mastering Time

For Bhatt, balancing her acting career with her digital content creation may seem like a juggling act, but she credits her passion and time management as the secrets to her success. "Acting fuels my creativity, and content creation allows me to share that creative spark with my audience," she says. By staying organized and creating content during breaks in her acting schedule, Bhatt ensures that she has the energy and focus to excel in both fields. Her experience in front of the camera as an actor has also profoundly shaped her approach to content creation. "Being in front of the camera as an actor has taught me the importance of storytelling," she says. Whether it's a simple beauty tutorial or a more in-depth lifestyle post, Bhatt approaches each piece of content with a clear narrative in mind, making sure that it resonates with her audience on a deeper level.

Memorable Moments and Meaningful Connections

One of Bhatt's most memorable moments came from an interaction with her followers after she shared her journey towards healthier living. "So many girls messaged me afterward, telling me how it motivated them to push their limits and show up for themselves," she recalls. For Bhatt, knowing that she had a positive impact on her followers' lives was both heartwarming and inspiring. "It was amazing to see that I could help them embrace a healthier lifestyle, both physically and mentally."

Dream Collaborations and Future Projects

Looking ahead, Bhatt dreams of collaborating with none other than Shah Rukh Khan, a Bollywood legend whose career has inspired millions. "I would love to collaborate with Shah Rukh Khan," she says. "I imagine us collaborating on a project that blends his cinematic gravitas with a modern, inspiring message." This dream project would undoubtedly reflect Bhatt's love for storytelling and her desire to inspire her audience to chase their dreams fearlessly. As for her future plans, Bhatt is excited to continue exploring both acting and content creation. "There's so much I want to share in both spaces," she says. With new projects on the horizon, she's determined to keep pushing boundaries and expanding her creative portfolio.

Leaving a Legacy of Authenticity

In an age where social media can sometimes feel like a race for followers and engagement, Bhatt hopes to leave a lasting legacy of authenticity. "I want people to remember me as someone who stayed true to herself and inspired others to do the same," she says. Whether in beauty, lifestyle, or beyond, Bhatt is committed to showing her audience that the most important thing is to remain true to who you are. ■





SHOVEN SHAH, FOUNDER AND CEO OF TRIBEVIBE





REVOLUTIONIZING THE FUTURE OF ENTERTAINMENT WITH TRIBEVIBE

The attention span of audiences is fleeting, and the demands for fresh, immersive experiences are relentless, **Shoven Shah** stands as a pioneer, reshaping how entertainment is delivered to the youth of India. As the Founder and CEO of TribeVibe Entertainment Pvt Ltd, in collaboration with BookMyShow, Shah's journey is a masterclass in innovation, foresight, and a deep understanding of what drives engagement in the ever-evolving landscape of live entertainment.

Shah's vision goes beyond merely organizing events; it is about curating unforgettable experiences, fostering connections, and cultivating a cultural movement. TribeVibe's success under his leadership is evident through its impressive portfolio—over 750 college partnerships, 2000 shows, 500 artist collaborations, and a staggering 10 million attendees. TribeVibe's crowning achievement in 2023, VIBIN, India's first Gen-Next festival, set a new benchmark by attracting over 75,000 attendees across five cities. And while the college campuses remain the beating heart of TribeVibe, its reach has expanded to artist tours and prestigious festivals, firmly placing Shah and his company at the epicenter of India's live entertainment scene. Yet, behind every great success is a story of innovation, challenges, and bold decisions. In an exclusive interview with Popp Dapp Fashion Magazine, Shoven Shah unravels the creative and strategic thought processes that have shaped TribeVibe into a powerhouse in the entertainment industry.



The Genesis of TribeVibe: A Vision for Sustainable Entertainment

Shah's foray into the world of entertainment began with the creation of the Enchanted Valley Carnival (EVC) in 2013—Asia's first music festival with a full-fledged campsite. "EVC was born out of a desire to offer something truly unique—a combination of music, camping, and adventure in the picturesque Aamby Valley," Shah recalls. Featuring global stars like Martin Garrix, Tiesto, and David Guetta, as well as Bollywood icons such as Arijit Singh, EVC redefined what a festival could be. But Shah's ambitions extended beyond one grand event. "I wanted to build something that was not only massive but sustainable and scalable. That's when TribeVibe was born, in partnership with BookMyShow, to connect consumers and brands in a more consistent and engaging way," he explains.

Navigating a Multi-Disciplinary Empire: The Balancing Act

With a vast portfolio of services that spans artist bookings, event management, and business development, Shah has mastered the art of maintaining balance. "It's about building a solid foundation and empowering a strong team. We have exceptional leaders heading different verticals, and our relationships with artists and their management teams are key to ensuring each service excels," he shares. TribeVibe's expansive network of partnerships with talent agencies allows them to work with a diverse range of artists, keeping their offerings fresh and relevant. But managing a multi-disciplinary empire comes with its own set of challenges. "The most important lesson I've learned from orchestrating large-scale projects is to plan meticulously, maintain healthy cash flow, and always have a backup plan," Shah emphasizes. His pragmatic approach to business has been a cornerstone of TribeVibe's success.

Staying Ahead of the Curve: The TribeVibe Approach to Innovation

In an industry driven by fleeting trends, staying relevant requires more than just following the crowd—it demands foresight and innovation. "Our marketing campaigns are deeply connected with our audience, particularly Gen Z. We rely on real-time engagement and data-driven insights to understand what resonates," Shah explains. By leveraging social media, influencers, and real-time event coverage, TribeVibe has managed to stay ahead of the curve, continuously pushing creative boundaries to engage their audience. But Shah's boldest decision as a CEO came during the most unpredictable time in recent history—the COVID-19 pandemic. "We made the decision to retain our core team, despite the financial strain. It was a significant investment, but it allowed us to bounce back faster and stronger once live events resumed," Shah reveals. This commitment to his team and the fan experience ensured that TribeVibe was well-positioned to hit the ground running post-pandemic.

The Future of Entertainment: A Blend of Creativity and Structure

As TribeVibe continues to grow, Shah's focus remains on fostering a creative yet structured environment. "In the fast-paced world of entertainment, it's like walking a tightrope. Creativity and structure must coexist. We empower our team to think outside the box while ensuring their ideas are grounded in reality," Shah says. This delicate balance has been key to TribeVibe's success, enabling them to consistently deliver innovative and memorable entertainment experiences. Shah's leadership style is rooted in adaptability and openness to new ideas. "Innovation is at the heart of our growth. We're constantly planning our calendar and events well in advance, staying ahead of trends, and exploring new business areas," he shares. TribeVibe's commitment to innovation has led to the development of new IPs, including VIBIN, which Shah cites as one of the firm's most memorable projects. "VIBIN was curated specifically for Gen Z, and it was an ambitious endeavor. We pushed ourselves to think outside the box, expanding into new markets like Kota," Shah reflects.

Digital Media and the Gen Z Connection

With Gen Z as TribeVibe's core audience, digital media is an essential tool in Shah's arsenal. "Our audience is primarily between 16-25 years old, so digital marketing is key to our strategy. We've built a robust digital marketing team and a network of over 10,000 student ambassadors to engage directly with our audience," Shah explains. This grassroots approach, coupled with insights gained through BookMyShow, allows TribeVibe to stay agile and adapt to the fast-changing landscape of entertainment.

"Our marketing campaigns are deeply connected with our audience



Looking Ahead: A Vision for the Future

As Shah looks to the future, his vision for TribeVibe is clear: "The entertainment industry is evolving rapidly, and we want to be at the forefront. We're focusing on expanding our offerings for the college and Gen Z market, curating a diverse range of events that cater to their evolving tastes," he shares. By staying ahead of industry trends and leveraging emerging technologies, TribeVibe is poised to become the go-to entertainment partner for the youth. In fact, Shah's ambitions go beyond just the Indian market. "We're experiencing rapid growth, with a threefold increase in revenue projected compared to the previous year. We're also exploring new business ventures and expanding our tour offerings," Shah reveals. When asked about his ultimate dream project, Shah's eyes light up. "If I could plan the ultimate entertainment experience with no limits, I'd go back to the roots of EVC—music, camping, and adventure in a breathtaking location, with headliners like David Guetta, Tiesto, and Arijit Singh. But this time, I'd take it global," he envisions.

A Legacy in the Making

Shoven Shah's journey with TribeVibe is far from over. With an unwavering commitment to innovation, creativity, and delivering unforgettable experiences, Shah is not just leading a company—he's shaping the future of entertainment for an entire generation. As TribeVibe continues to grow and evolve, one thing is clear: under Shah's leadership, the future of live entertainment in India is brighter than ever. ■

THE EMBODIMENT OF MEMORY

Arpita Akhanda's Exploration of Identity & History

At a juncture when identity, memory, and history often converge in profound and dynamic ways, **Arpita Akhanda** stands out as a visionary voice. A master of intertwining personal and institutional narratives, Akhanda challenges the boundaries of memory-making by transforming her body into a living archive. Through her multi-disciplinary works, which span performance, photography, and paper weaving, she delves deep into the intersections of colonial and postcolonial histories, intergenerational trauma, and the search for belonging. In this exclusive interview with Popp Dapp Fashion Magazine, Akhanda invites us into her creative process and intellectual journey, exploring how memory—both personal and collective—shapes her practice.

The Body as a Vessel: Memory Collecting Through Art

Akhanda's body becomes a canvas, an archive that collects, preserves, and transmits memories across time. Her description of the body as a "memory collector" is both striking and profound. It encapsulates her artistic mission of exploring the tangible and intangible traces that colonial and postcolonial histories leave on individuals and families. As Akhanda explains, "I perceive the body as a vessel that holds the physical traces and psychological imprints of both colonial and postcolonial histories. It acts as a living archive, preserving and transmitting recollections across generations." This idea resonates powerfully in her performance খেদ (Khēda), which reenacts a pivotal memory of her grandfather's protest against the Partition of India. Through this act, she transforms her body into a conduit, connecting past and present, allowing deeply personal archives of resistance and history to come alive. Her artistic expression becomes not merely a recollection of history but a visceral engagement with it, a tribute to the body as both witness and participant in historical events.



Intergenerational Memory and the Quest for Belonging

The impact of intergenerational memory on Akhanda's understanding of home and belonging is palpable throughout her work. Her family's migration during the 1947 Partition of India serves as a central theme that weaves through her art, questioning the concept of "home" and "belonging" in a world fractured by borders and political upheaval. Akhanda recounts her connection to her paternal grandfather's photograph album, which documents his family's journey before and after the Partition. This album became a "living history" for Akhanda, transforming her understanding of home from a physical space to a collection of memories, objects, and silences that connect her to the land her ancestors were forced to leave behind. "These intergenerational memories have shaped my understanding of 'home' while challenging its very notion. For my family, home transcends physical space; it resides in the memories and artifacts that connect us to the places we left behind," she reflects. In her work I Am Not a Refugee, Akhanda revisits these themes of displacement and longing, using mise-en-scène and staged photography to embody the memories of her grandparents, depicting them in traditional garments as they stand before barbed wire—a stark symbol of the borders that now divide what was once their home. Through these artistic choices, Akhanda invites viewers to engage with the complexities of migration and the search for belonging, underscoring the lasting impact of political and social upheavals on personal identities.

Mise-en-Scène: Reconstructing Memories of Displacement

Mise-en-scène plays a pivotal role in Akhanda's practice, enabling her to bring both personal and collective histories to life. By reconstructing family memories through photography and paper weaving, Akhanda bridges the gap between the physical and the ephemeral, giving form to memories that might otherwise be lost. "In my work, I reconstruct the ephemeral memories passed down through oral histories, juxtaposing them with the physical archives left behind by my grandfather," she shares. Her performance The Living Scar, where she marks her body with tattoos commemorating the announcement of the Radcliffe Line—the boundary that divided India and Pakistan—further illustrates how her body becomes a site of historical memory. This act challenges institutional histories, which often sanitize or obscure personal experiences of trauma, forcing viewers to confront the physical and emotional scars left behind by such historical events. Akhanda's practice is as much about confronting institutional narratives as it is about honoring personal memories. By reconstructing her family's undocumented past through mise-en-scène, she challenges the way dominant historical narratives overlook personal stories, particularly those of marginalized communities. Her body, in this sense, becomes both a medium and a message, a living testament to the power of memory to resist erasure.

Weaving Memories: A Metaphor for Lost Narratives

For Akhanda, weaving is not just a physical act; it is a profound metaphor for the fragmented and often obscured narratives of colonial and postcolonial histories. Through her process of paper weaving, she combines personal archives—photographs, letters, and oral histories—with institutional archives, creating a "third narrative" that interrogates identity, displacement, and the loss of memory. "I view paper weaving as a transformative process that intertwines the warp of personal memories with the weft of institutional narratives, creating a fabric of history that is pixelated, fragmented, and often obscured," she explains. This technique is exemplified in The Dissected Souvenir I, where Akhanda creates a parallel family album, weaving together photographs from her grandfather's collection with official telegrams from the time of the Partition. This layering of personal and institutional narratives invites viewers to question the boundaries of history and memory, challenging them to consider the stories that have been forgotten or silenced.

Engaging Audiences Across Histories

Akhanda's work transcends cultural and historical boundaries, inviting audiences from diverse backgrounds to engage with her performances. During her piece Transitory Body, performed in various cities across Europe, audiences shared their memories with her, creating a powerful exchange of personal and collective histories. This act of memory-sharing highlights the universal nature of human experiences—regardless of geography or background, we all carry stories that shape our identities. "I believe that inviting viewers into this space fosters empathy and encourages them to reflect on their own histories while connecting with those who have different experiences," Akhanda states. This collective sharing of memories enriches her performances, making them not just an artistic expression but also a site of community dialogue and healing.

Pixelation as a Metaphor for Lost Histories

Akhanda's use of pixelated and blurred visual language serves as a metaphor for the fragmented nature of historical narratives, particularly those that have been marginalized or forgotten. "Just as pixels form a larger image, various facets of history are often scattered, complicating the quest to piece together a complete story," she explains. This fragmented visual language resonates deeply with her exploration of colonial and postcolonial histories, where personal and familial dimensions are often obscured by dominant institutional narratives.

Bridging Personal and Collective Histories

Through her work, Arpita Akhanda aspires to bridge the gap between personal experiences and broader historical discourses, creating a space where overlooked narratives can come to light. Her artistic practice challenges conventional notions of memory, encouraging audiences to engage with the complexities of identity, belonging, and history. By weaving together personal archives with institutional histories, Akhanda's work becomes a powerful exploration of the ways in which memory, art, and history intersect, offering new perspectives on the past and its ongoing influence on the present.■

EUPHONIC

EUPHONIC

Mannat Gupta

Step into a realm where the symphony of fabrics and silhouettes whispers the emotions of art and its abstract forms. In this collection, vibrant colors and intricate embellishments serenade the senses with the harmony of tranquility and wonder, weaving a tapestry of sound that enchants and uplifts the spirits.

Hues of yellow, gold, green, purple, blue, and pink paint a breath-taking portrait of kaleidoscopic life, evoking a sense of awe and marvel with every glance. As the gentle rustle of leaves in the wind unveils the music of the universe, the collection's intricate drapery and delicate line detailing gracefully depict the journey of light emanating from its source.

Each structured touch of the collection treasures the euphony of light and its reflection in a kaleidoscope, capturing the essence of beauty and harmony in every garment. With grace and elegance, this collection invites you to experience the transcendent symphony of fashion, where every stitch and every hue sings in perfect consistency.

EUPHONIC

EUPHONIC

EUPHONIC

EUPHONIC

EUPHONIC

MEIYANG CHANG

Balancing Talents & Breaking Barriers

Meiyang Chang has an impressive and diverse career spanning multiple industries. From dentistry to acting, singing, hosting, and reality TV, his journey is a testament to versatility and self-discovery. He doesn't fit into one neat category, instead embodying multiple personas that reflect his wide-ranging talents and interests. In an exclusive interview with Popp Dapp Fashion Magazine, Meiyang Chang opens up about how he balances these different aspects of his career, his experience as an Indian-Chinese actor, and the challenges he's faced and embraced along the way.

A Master of Many Trades

For someone who has pursued dentistry, music, acting, and hosting, the question of balance arises naturally. However, for Chang, balancing these varied roles is not something he overthinks. He sees these disciplines as extensions of himself, each offering a unique way to express different facets of his personality. He practiced dentistry for a short but impactful period, helping patients smile while simultaneously nurturing his passion for the performing arts. "Music is my constant companion & portable therapist," he says, describing the creative process as a form of personal healing. His work as a television host allowed him to further hone his onstage persona, but acting, he reveals, holds a special place in his heart. "Acting takes me away from myself," Chang explains, "and helps me explore beyond who I am." He admits, however, that such multi-faceted careers are more common in the West, where artists often cross boundaries between disciplines as a matter of course. In India, he says, this is less common, though Chang himself is living proof of its viability.

“I wasn’t interested in competing; I just wanted to better myself

Embracing and Representing His Heritage
As an Indian-Chinese actor, Chang occupies a unique position in the Indian entertainment industry. While he hasn't had extensive opportunities to explore his Chinese heritage in his professional work, he celebrates it privately, particularly during annual Chinese New Year festivities with family. Nevertheless, he acknowledges the importance of representation, particularly in combating stereotypes and racism. For him, his role in the Indian entertainment industry naturally places him as a representative of his community, even if more work could be done to showcase his heritage onscreen. Chang credits directors like Dibakar Banerjee and Vishal Bhardwaj, with whom he worked on films like Detective Byomkesh Bakshy! and Modern Love Mumbai, for providing organic glimpses of Chinese culture rather than using it as a superficial prop. However, he believes there's more he can do, suggesting that one powerful way to celebrate his heritage would be to write stories that reflect his background. "Seldom will someone else write it for us," he notes, emphasizing the importance of owning one's narrative.

Dancing Through Challenges: Jhalak Dikhhla Jaa
Among the many hats Chang has worn, his appearance on Jhalak Dikhhla Jaa, India's premier dance reality show, stands out as a major highlight. Despite being known as an introvert and non-dancer, Chang's commitment and work ethic shone through during the show. "I wasn't interested in competing; I just wanted to better myself," he reflects. The journey was far from easy—he rehearsed up to 15 hours a day to overcome his limitations as a dancer. His hard work paid off, as he not only survived but thrived, winning the competition and earning widespread acclaim. What stands out most from this experience, beyond the rehearsals and the performance pressure, was Chang's willingness to embrace the unknown. Dance, for him, was not just a competition; it was an opportunity to break barriers within himself. The key, he believes, was going into the process with realistic expectations while remaining open to self-improvement.

Tackling Complex Roles: Detective Byomkesh Bakshy and Ulajh
As an actor, Meiyang Chang has had the opportunity to dive into various genres, from thrillers like Detective Byomkesh Bakshy! to diplomatic dramas like Ulajh. His approach to these roles often requires learning and unlearning—a balance between understanding new perspectives and shedding preconceived notions. In Ulajh, where he plays the character Jacob Tamang, a figure caught in international diplomatic conspiracies, Chang was particularly drawn to the moral ambiguities of the role. Chang describes diplomacy as a world where national interests and morality often clash, making it a rich source of dramatic tension. Jacob, a man of few words, was a challenge for Chang, whose performance relied heavily on non-verbal communication. "The beauty of Jacob's character is that he's a man who barely speaks," Chang reveals. "That's a beautiful acting challenge… when actions speak louder than words."

Facing Fears: From Indian Idol to Fear Factor
Chang has participated in various reality shows, and when asked to compare his experiences on Indian Idol and Fear Factor, he doesn't hesitate to admit that the stakes were far higher on Indian Idol. Singing was his passion, and leaving a stable career in dentistry for the unpredictability of entertainment was a huge leap of faith. The uncertainty he felt during Indian Idol led to moments of deep introspection—at one point, he recalls hiding under a staircase in sheer panic over his decision. Fear Factor, by contrast, was a more exhilarating experience. By then, Chang had already spent years in the industry and felt more grounded in his abilities. The physical and mental challenges posed by the show were intense, but in a different way than the emotional vulnerability required on Indian Idol. Both experiences, however, reinforced a key lesson: perseverance is essential, and giving up is never an option.





Exploring Romance and Sci-Fi
In Modern Love Mumbai, Chang played a character whose journey mirrored aspects of his own life: a dentist who moves to Mumbai to pursue a singing career. The episode's exploration of love and relationships was particularly challenging for Chang, as it required him to reflect on themes of communication, respect, and acceptance in romantic relationships. "It taught me that love is all about respect and acceptance," he muses, adding that much can be resolved through open dialogue. Looking ahead, Chang expresses a deep desire to explore new genres, particularly science fiction, which he has yet to dive into. The prospect of entering a futuristic, imaginative world excites him as an actor. He sees genres as limitless spaces where writers, directors, and actors can collaborate to push the boundaries of storytelling.

The Road Ahead: A Storyteller in the Making
As someone who has explored multiple facets of the entertainment industry, Meiyang Chang remains driven by a constant desire for growth. His success in acting, singing, and hosting has been impressive, but he is far from complacent. His next big goal? To create his own narrative, a story that reflects his unique experiences and perspectives. "There's a deep-seated desire to create a narrative, a story of my own," Chang says. Whether he ultimately pursues this goal as a writer, director, or storyteller in another form, one thing is clear: his journey is far from over.

In the end, what drives Meiyang Chang is not just a quest for fame or recognition but a deep love for the art of storytelling, no matter the medium. Through music, acting, and dance, Chang continues to explore new ways of connecting with audiences and breaking down barriers. ■

THE ANGELIC SYNERGY OF MUSIC, MODELING, & MEANING

Angela

The boundaries of artistic expression are continuously blurring, few have managed to seamlessly combine music and fashion in such a harmonious way as Angela, the Ukrainian singer, model, and beauty queen. Known for her ethereal stage presence as the "singing angel," Angela has carved a unique path that brings together visual artistry and emotional depth. In this exclusive interview with Popp Dapp Fashion Magazine, Angela opens up about her creative process, personal evolution, and the ways in which her Ukrainian identity and motherhood have influenced her art.

The Intersection of Music and Modeling
For Angela, the worlds of music and modeling are not separate entities but two sides of the same coin. "Music and the modeling business have always been two paths of self-expression," she says. “Music allows me to convey deep emotions, while modeling emphasizes visual aesthetics." This fusion of sound and image is at the core of Angela's artistry, where the emotional resonance of her music is mirrored in her visual presentations. Her performances are more than just concerts; they are an immersive experience that blends fashion, choreography, and sound into one cohesive narrative. "My music often draws inspiration from visual imagery, and my stage outfits and shows are always a continuation of the musical concept," Angela explains. This holistic approach to performance has become her signature, and it's what sets her apart as a true multi-disciplinary artist.

The Evolution of the "Singing Angel"
Angela's stage persona as a "singing angel" has become iconic, a symbol of hope and resilience in a world that often feels tumultuous. The image is more than just a costume or a branding tool; for Angela, it represents something deeply personal. "The image of ‘Singer Angela’ symbolizes the light and strength within every person, even in the darkest times," she shares. Over the years, this angelic representation has evolved, becoming bolder and more multifaceted, while remaining rooted in her belief in goodness and love. The evolution of her persona is a reflection of her own personal growth. As she has gained more experience and faced life’s challenges, including Ukraine's current political climate, Angela has allowed her angelic image to take on new dimensions. It is no longer just about purity and beauty, but about resilience and the courage to stand strong in the face of adversity.

Music as a Reflection of Life
Angela’s music is deeply personal, often drawing on her experiences as a mother and a woman living through tumultuous times in Ukraine. Songs like "Your Eyes" and "Cold City" resonate with listeners because they are imbued with raw emotion. "My music reflects everything I go through," Angela reveals. "As a mother, I feel a deep connection to every emotional moment, especially during the war." These emotional experiences serve as a wellspring of inspiration for her songwriting. Motherhood, in particular, has had a profound impact on Angela’s art. Her two children, Alex and Ezel, have given her a new perspective on life and beauty. "They inspire me to be better every day," she says. "Their smiles and love give even more meaning to my art." The connection between her personal life and her creative output is palpable, making her music feel both intimate and universal.



“Volunteering is my way of helping those in need

Balancing Career, Family, and Volunteering
In addition to her successful careers in music and modeling, Angela is also a dedicated volunteer. Her work with children and those affected by the war in Ukraine is a testament to her commitment to giving back to her community. "Volunteering is my way of helping those in need," she says. Balancing her career, family life, and volunteering is no easy task, but Angela believes it is important to set an example for her children. "It’s important for me to show my children an example of love and care," she shares. This sense of responsibility extends beyond her immediate family to her broader audience as well. Angela views her platform as an opportunity to make a positive impact, whether through her volunteer work or the messages she conveys in her art.

The "Angela Show": A New Artform
The "Angela Show," which combines music and modeling into a live concert experience, is another example of Angela's innovative approach to art. "I wanted to create a unique experience for the audience, where they can not only hear the music but also see it come alive through costumes, choreography, and atmosphere," she says. The show is a visual and auditory feast, designed to captivate all the senses. Looking to the future, Angela envisions the "Angela Show" growing into an international phenomenon. She is already planning larger productions and collaborations with other artists, pushing the boundaries of what a concert experience can be. "I see the future development of the show on an international scale," she shares.

A Life Shaped by Love and Art
At the heart of Angela's artistic evolution is her relationship with her partner, Ozan Su. "Ozan has always been my rock and a great source of inspiration," she says. Their relationship has not only supported her personal growth but also influenced her music. "Our relationship has helped me reveal my vulnerability in music and also given me strength," she explains. In many ways, Angela’s journey is a testament to the power of love—whether it's the love she feels for her family, her country, or her art. As she continues to represent Ukraine on global stages, Angela’s identity as a Ukrainian woman remains a central part of her artistry. "My Ukrainian identity is the foundation of my art," she says. In a time when Ukraine is in the global spotlight, Angela is proud to share her culture with the world through her music and fashion.

What’s Next?
Angela’s fans have much to look forward to. "I am very excited about the new musical projects I’m working on, as well as the fashion collaborations that will soon be revealed," she teases. With several international partnerships in the works, Angela is poised to continue expanding her influence in both the music and fashion industries. In everything she does, from her music to her volunteer work, Angela remains committed to using her platform to make a positive impact. As her career continues to evolve, one thing is clear: Angela is not just a "singing angel," but a powerful force for good, blending beauty, art, and humanity in a way that resonates far beyond the stage.■

Art of Conceptual Fashion Photography

INSIGHTS FROM TARUN KALYANI

In the vibrant and ever-evolving world of fashion photography, few photographers have managed to blend cultural heritage, visual storytelling, and contemporary trends as seamlessly as **Tarun Kalyani**. As a conceptual, fashion, and editorial photographer, Kalyani's work has gained widespread acclaim for its rich narratives, blending tradition with modernity in a way that is both provocative and visually stunning. His recent interview with Popp Dapp Fashion Magazine sheds light on his creative process, his unique approach to fashion photography, and the delicate balance between artistic expression and commercial demands.

Conceptual Depth in Photography

At the core of Kalyani's work lies a deep commitment to conceptualization. Every photograph tells a story—rooted in art, culture, or personal experiences, often with a global perspective. "I start with a core idea which is often inspired by art, culture, or personal experiences while blending them with global trends," Kalyani notes. Growing up in the culturally rich city of Bikaner, his aesthetic sensibilities have been profoundly influenced by Indian traditions. These cultural touchstones infuse his work with a distinct vibrancy, blending ancient motifs with modern fashion trends in ways that evoke a sense of timelessness. Kalyani’s visual storytelling, therefore, becomes a multi-layered process where every element—from wardrobe and lighting to pose and setting—contributes to the overarching narrative. His ability to weave these elements into cohesive stories sets him apart in the highly competitive world of fashion photography. "I work on visual language, ensuring every element contributes to the story," Kalyani explains. This meticulous attention to detail ensures that his work is not only visually arresting but also emotionally resonant.

Navigating Commercial Demands
In fashion photography, creativity often rubs up against the boundaries of commercial viability. The industry demands a balance between innovation and market appeal, and for many photographers, this represents a significant challenge. For Kalyani, however, the commercial demands of fashion photography serve as a catalyst for creativity rather than a constraint. "I view commercial demands as challenges that spark creativity. Balancing both comes naturally when you treat every brief as an opportunity to experiment while keeping the brand's language and identity intact," he says. This perspective allows him to push the boundaries of conventional fashion photography while still meeting the practical needs of his clients. Kalyani has an innate ability to see commercial briefs as a framework within which he can explore new ideas and take risks. It is this synergy between artistic vision and client requirements that has helped him maintain relevance and success in an industry that is notoriously fast-paced and trend-driven.

The Importance of Collaboration
Collaboration lies at the heart of Kalyani's creative process. For him, selecting the right team—stylists, models, artists—is critical to the success of any shoot. "Casting the right team is crucial for me. I collaborate with stylists, models, and artists whose aesthetics align with my vision," he notes. The right collaborators bring a unique energy and perspective to a project, which can elevate the final product beyond its original conception. Having a shared creative sensibility is essential in transforming a vision into a successful shoot. Kalyani values the input and contributions of his team, seeing collaboration as a reciprocal process where everyone brings their strengths to the table. This ensures that the final result is a blend of individual talent and collective effort, creating a harmonious yet diverse outcome. Whether it's the lighting technician or the makeup artist, everyone plays a role in the narrative Kalyani wishes to communicate through his lens.

"I collaborate with stylists, models, and artists whose aesthetics align with my vision



Tarun Kalyani

Reimagining Historical and Mythological Figures
One of the most interesting aspects of Kalyani's work is his ability to draw inspiration from both history and mythology, reimagining iconic figures in a contemporary context. When asked about his dream subject, he didn't hesitate: Cleopatra. "I'd love to photograph Cleopatra in a futuristic bold setting, blending Egyptian symbolism with sleek, metallic fabrics. She's iconic and I'd love to reimagine her power through modern fashion," he remarks. This choice speaks volumes about Kalyani's approach to fashion photography. Cleopatra, known for her intelligence and political acumen as much as for her beauty, represents a figure of power and allure. Kalyani's vision of blending ancient Egyptian symbolism with futuristic fashion is emblematic of his ability to merge the past and present, creating images that are timeless, yet forward-thinking.

Staying Ahead of Trends
In an industry that thrives on the new and the now, staying ahead of trends is crucial. However, Kalyani takes a refreshingly grounded approach to this challenge. "I don't chase trends, but I do keep a pulse on emerging aesthetics. Staying true to my voice while being open to innovation keeps my work fresh and distinct," he explains. Rather than following trends blindly, Kalyani is selective, integrating only those elements that align with his unique voice. This ensures that his work remains both current and authentic. His ability to maintain a balance between staying relevant and staying true to himself is one of the reasons his photography continues to captivate audiences around the world.

Lessons from High-Profile Editorials
Working on high-profile editorial shoots has provided Kalyani with invaluable insights, chief among them the importance of adaptability. "The most important lesson is adaptability. On any kind of shoot, things change rapidly—styling, creative direction, weather, etc. Flexibility and a positive attitude keep the vision intact," he says. Flexibility, for Kalyani, means being able to pivot when necessary without losing sight of the creative vision. Whether it's last-minute changes to the styling or unpredictable weather, he has learned to embrace the chaos and use it as an opportunity to push his creativity further.

The Role of Lighting and Composition
Lighting and composition are essential tools in Kalyani's photographic arsenal, helping to enhance the conceptual elements of his work. "Lighting is everything when it comes to creating mood. I play around it to highlight contrasts between light and shadow, adding depth to the concept," he explains. Whether he is working with natural or artificial light, Kalyani uses it strategically to evoke emotion and guide the viewer's eye through the image. Composition, too, plays a crucial role. By carefully framing his subjects and playing with perspective, Kalyani creates images that are not only beautiful but also thought-provoking. His use of unconventional angles and unique styling choices further sets his work apart from the mainstream, creating a sense of intrigue that draws the viewer in.

The Vision for a Dream Exhibition
If Kalyani were to curate a dream exhibition, it would be an exploration of the unconventional and the edgy. "I'd showcase all my unconventional and edgy compositions—those strange, captivating photographs that blend high fashion with a touch of mystery," he reveals. This thematic focus highlights Kalyani's desire to challenge norms and push boundaries, inviting his audience to engage with fashion on a deeper, more intellectual level. In the fast-paced world of fashion photography, where trends come and go, Tarun Kalyani has carved out a space for himself by staying true to his vision. Through his innovative use of concept, collaboration, and creativity, he continues to captivate audiences, leaving an indelible mark on the industry. ■

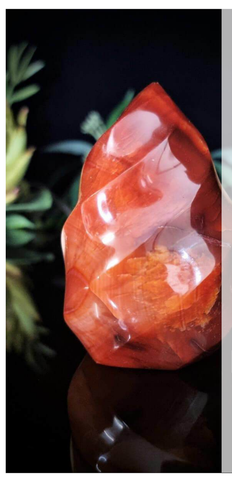


Dive into the latest edition of Popp Dapp, where we seamlessly blend the enchanting magic of tarot with fashion charisma, vibrant hues, and the intricate dance of human connections.

This time, we're tapping into the power of tarot for mental health, exploring how the energy of the stars and healing crystals can bring emotional balance to your zodiac sign. Discover the perfect crystal to soothe your soul, align with your celestial energy, and take a deeper look into how tarot can guide you toward mental wellness.

Whether it's calming your mind, nurturing your heart, or grounding your energy, the cosmos are here to help. Let's embark on this journey to heal, balance, and thrive.

CELESTIAL TRAILBLAZERS



ARIES (MARCH 21 - APRIL 19)

As a fiery and ambitious sign, Aries often experiences stress from their go-getter mentality. When you feel overwhelmed by constant challenges, it's important to slow down and centre yourself.

Mental Health Tip: Reflect on your need for control and learn when to let go.

Crystal: Carnelian boosts courage and clears mental blocks.

Healing Practice: Meditate with Carnelian to focus your energy and reduce impulsive decisions. This will help you navigate feelings of burnout or frustration.



CANCER (JUNE 21 - JULY 22)

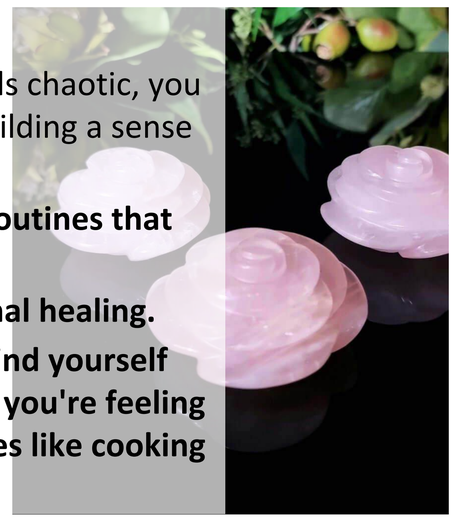
Cancer is deeply emotional, often carrying the weight of their own and others' emotions. This can lead to feeling emotionally exhausted or overwhelmed.

Mental Health Tip: Establish boundaries and give yourself permission to release emotional baggage.

Crystal: Moonstone supports emotional balance and inner peace.

Healing Practice: Wear Moonstone when you feel emotionally vulnerable. Take long baths, practice journaling, and engage in creative outlets to release pent-up emotions.

TAURUS (APRIL 20 - MAY 20)



Taurus craves stability and comfort, but when life feels chaotic, you may struggle with feelings of anxiety or insecurity. Building a sense of security within yourself is essential.

Mental Health Tip: Ground yourself by focusing on routines that bring peace.

Crystal: Rose Quartz enhances self-love and emotional healing.

Healing Practice: Carry Rose Quartz with you to remind yourself that inner peace comes from self-acceptance. When you're feeling emotionally overwhelmed, focus on calming activities like cooking or spending time in nature.

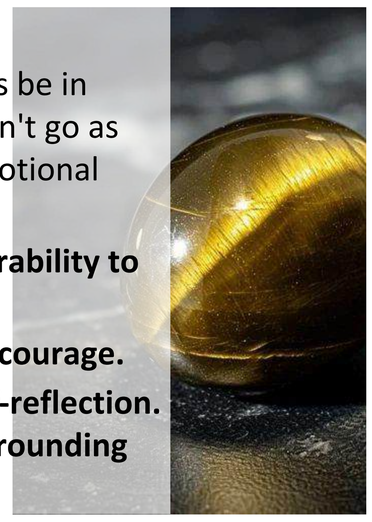
LEO (JULY 23 - AUGUST 22)

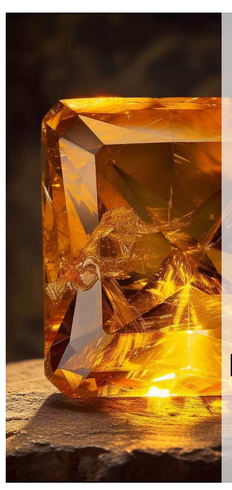
As a natural leader, Leo often feels the pressure to always be in control. This can lead to stress, especially when things don't go as planned. Finding balance between your ambition and emotional health is important.

Mental Health Tip: Practice humility and embrace vulnerability to allow deeper emotional growth.

Crystal: Tiger's Eye encourages balance, grounding, and courage.

Healing Practice: Use Tiger's Eye during moments of self-reflection. Let go of the need to be constantly "on," and focus on grounding exercises like yoga to restore emotional equilibrium.





GEMINI (MAY 21 - JUNE 20)

As a social butterfly, Gemini is mentally agile but can easily fall into overthinking, leaving you mentally drained and scattered. Finding mental clarity and focus is key.

Mental Health Tip: Learn to quiet the noise by being selective with where you focus your energy.

Crystal: Citrine boosts clarity and clears mental fog.

Healing Practice: Use Citrine to enhance focus during meditation or journaling, helping to reduce overthinking and restore clarity. Make time for solitude to reset.



VIRGO (AUGUST 23 - SEPTEMBER 22)

Virgos are known for their perfectionism, often leading to self-criticism and anxiety. Your mental health can benefit greatly from learning to accept imperfections.

Mental Health Tip: Focus on progress, not perfection, and practice self-compassion.

Crystal: Amethyst soothes anxiety and promotes mental peace.

Healing Practice: Meditate with Amethyst to calm your mind and reduce anxious thoughts. Focus on small acts of kindness towards yourself each day to let go of critical self-talk.



LIBRA (SEPTEMBER 23 - OCTOBER 22)

As a sign that seeks balance, Libra can struggle when life feels unfair or relationships become tense. This can lead to inner conflict or avoidance of emotional issues.

Mental Health Tip: Confront emotional imbalances and focus on restoring harmony within yourself first.

Crystal: Lapis Lazuli enhances emotional awareness and communication.

Healing Practice: Use Lapis Lazuli to foster open communication in relationships and with yourself. Spend time meditating or journaling to help balance your emotions.



CAPRICORN (DECEMBER 22 - JANUARY 19)

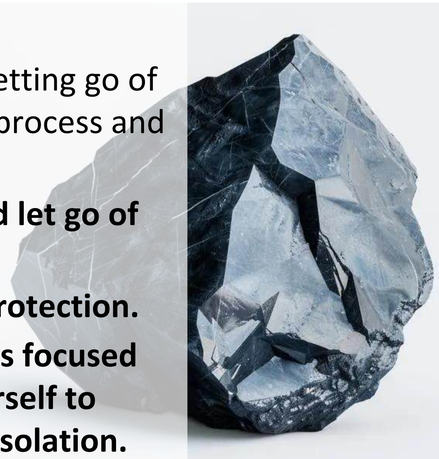
Capricorn thrives on achievement but can become emotionally detached or overwhelmed by responsibilities. Learning to balance work and self-care is essential for emotional well-being.

Mental Health Tip: Allow yourself to rest and prioritize emotional wellness alongside career goals.

Crystal: Smoky Quartz grounds and clears emotional baggage.

Healing Practice: Place Smoky Quartz in your workspace to remind yourself to balance ambition with emotional self-care. Take frequent breaks to recharge both physically and mentally.

SCORPIO (OCTOBER 23 - NOVEMBER 21)



Scorpios feel emotions intensely and can struggle with letting go of past hurts, leading to emotional stress. Finding ways to process and release these emotions is crucial.

Mental Health Tip: Practice emotional vulnerability and let go of grudges for your own peace.

Crystal: Black Obsidian aids in emotional release and protection.

Healing Practice: Use Black Obsidian during meditations focused on letting go of past traumas. Set boundaries with yourself to ensure emotional healing doesn't turn into emotional isolation.

AQUARIUS (JANUARY 20 - FEBRUARY 18)

Aquarius is a visionary, often focused on ideas and concepts, but this can sometimes lead to emotional disconnect or feelings of isolation.

Mental Health Tip: Focus on connecting emotionally with those around you to feel more grounded.

Crystal: Sodalite enhances emotional balance and self-expression.

Healing Practice: Use Sodalite during heart-to-heart conversations or when journaling to help release bottled-up emotions. Make an effort to reconnect with loved ones.





SAGITTARIUS (NOVEMBER 22 - DECEMBER 21)

Sagittarius is an adventurous and optimistic sign but can sometimes ignore emotional issues, leading to restlessness or escapism. Staying grounded is key to your mental health.

Mental Health Tip: Learn to face emotional challenges head-on rather than escaping them.

Crystal: Turquoise promotes emotional healing and self-awareness.

Healing Practice: Carry Turquoise with you to stay grounded in your emotions. Schedule time for reflection and balance your need for adventure with emotional introspection.



PISCES (FEBRUARY 19 - MARCH 20)

Pisces is highly empathetic and emotionally sensitive, often absorbing the energy around them. This can make them prone to emotional overwhelm or escapism.

Mental Health Tip: Set boundaries to protect your emotional energy and engage in regular self-care practices.

Crystal: Aquamarine calms and soothes emotional turmoil.

Healing Practice: Use Aquamarine during relaxation exercises like deep breathing or mindful walks. Spend time near water, which naturally soothes your sign, to recharge emotionally.

Embark on your cosmic journey, where emotional healing meets celestial guidance. Let tarot and crystals align your energy, bringing you peace, clarity, and balance under the stars. May your mind, heart, and spirit sparkle with cosmic harmony! For a personalized reading or deeper insights, connect with Avijit, founder of @YourTarotIndia on Instagram or email avijit@yourtarotindia.com.



ABOUT THE TAROT READER | AVIJIT CHOUDHARY

Avijit is a seasoned tarot card reader with 17 years of experience and the founder of Your Tarot India & Your Crystal India. Inspired by a TV series in 9th grade, Avijit ventured on a voyage into the mystical world of divination, specializing in love, relationships, career, and even situationships. His holistic approach incorporates numerology, signature analysis, and palmistry. As a block chief of Nichiren Buddhism, Avijit finds solace and positivity by guiding clients worldwide to self-discovery and empowerment. Additionally, Avijit is a fitness enthusiast and a gym freak, believing that physical health is essential for spiritual connection and mental well-being.

The Visionary Vanguard

GLORIOUS LUNA'S JOURNEY THROUGH QUEER REPRESENTATION IN INDIA'S CREATIVE INDUSTRY

In a nation rich with history, color, and cultural fusion, a new chapter is being written in the world of fashion and activism. **Glorious Luna**, also known as **Suruj Rajkhowa**, is one of the pioneers reshaping India's artistic landscape through queer representation. Known across Mumbai's contemporary queer spaces for their unapologetic embrace of authenticity, Suruj wears many hats, from creative director to activist, and co-founder of the agency Current Management, which centers queer and multidisciplinary artists. Their story reflects a vision steeped in resilience, creativity, and a determination to foster inclusivity within the creative industry.

A Catalyst for Queer Representation

Suruj's journey began as a model, struggling to find representation that aligned with their identity. "There was a big gap in the market in terms of agencies that represent queer people, and I wanted to fill that gap," they recall. It was this recognition of the need for visibility, coupled with personal experience, that propelled Suruj to create a safe, inclusive space with their partner, Nin Kala. Together, they established Current Management, a creative hub that gives queer artists and models the representation they deserve, filling a void in India's heteronormative industry. By providing this platform, Suruj and Nin aim to counteract the lack of representation queer individuals have historically faced.

The Power of Authenticity

For Suruj, authenticity isn't just a buzzword—it's a core principle guiding both their art and activism. "Queer people always have had such an identity of who they are, because authenticity is the only solution to live a queer life," they explain. In an industry where conformity is often rewarded, encouraging artists to stay true to themselves is vital. Suruj believes that when individuals embrace their true identities, they unlock their creative potential, creating work that resonates on a deeper level. This ethos underpins Current Management's approach to representation, encouraging artists to celebrate their uniqueness in ways that resonate with audiences and redefine beauty standards.

Balancing Activism and Artistic Vision

Being both an activist and creative director requires a clear, unwavering vision, and for Suruj, these roles are seamlessly intertwined. Art, for Suruj, has always served as a tool for conveying powerful messages, particularly within the queer community. Through performance art, they vocalize their own experiences and amplify those of others, creating a narrative of inclusivity and visibility. Initiatives like Current Management and IT Events embody this mission, creating spaces where queer art thrives in its many forms. This work serves as a reminder of the role art can play in resistance, sparking dialogue and fostering acceptance in traditionally conservative spaces.

Fashion as a Democratic and Expressive Tool

Suruj describes fashion as a democratic medium, inclusive and reflective of diversity. For them, fashion was a means of self-expression long before they became a public figure. Growing up in a society where gender norms were rigid, fashion allowed Suruj to transcend societal limitations, speaking louder than words ever could. “As a queer person, since my childhood, I grew up very shy and in societal norms around. I could barely speak—so, I used fashion as a tool to express,” they share. Today, this philosophy informs their work as a creative director, where every project is an opportunity to push boundaries and promote inclusivity, blending activism and artistry in powerful, memorable ways.

Redefining Representation with Current Management

Suruj’s vision for Current Management isn’t solely about creating a space for queer talent; it’s about redefining the very concept of representation in the creative industry. "Straight people did have their representation in every space possible, so it was to counteract for queer people to have that,” they assert. With a focus on diversity and inclusion, Current Management seeks artists with unique stories, diverse backgrounds, and unconventional looks, celebrating the richness of queer identity. In a society where the dominant narrative often excludes queer perspectives, Current Management provides a critical counterpoint, empowering artists to take up space and own their narratives.



Transforming Challenges into Opportunities

The path to founding a queer-centered agency was not without its challenges. Suruj and Nin were among the first wave of androgynous models in India, facing rejection and a lack of mainstream acceptance. "India as a market is very massy in nature and still not there yet," Suruj explains. However, rather than letting these challenges deter them, they saw them as opportunities to create something groundbreaking. In an industry still largely driven by traditional aesthetics, Suruj and Nin’s perseverance has inspired countless others, proving that breaking boundaries is possible, even within conservative frameworks.

Visual Storytelling as Social Commentary

Suruj understands that imagery has the power to communicate messages that words cannot. As a creative director, they are deliberate about the aesthetics of each project, ensuring it tells a compelling story. "Even if I am making a styling work, I always look out for what story it is going to tell," they say. By infusing social messages into visual art, Suruj uses fashion and performance as platforms for social commentary, challenging stereotypes and sparking important conversations. Their work demonstrates how art can serve as both a mirror and a catalyst, reflecting societal issues while inspiring change.

Collaborative Creativity

For Suruj, collaboration is essential to their creative process. They see it as a strategic way to bring together diverse perspectives and create something innovative. “Collaboration is a very smart thing to do as an artist so that we can achieve something bigger & fresher than all of us!” This spirit of collaboration is evident in their approach to Current Management, where artists from different disciplines come together to create work that is bold, impactful, and forward-thinking.

A Legacy of Leadership and Acceptance

Coming out publicly was a transformative experience for Suruj, one that shaped their approach to leadership. "The acceptance of my true self has changed something within me," they reflect. This sense of self-acceptance has made them a more effective leader, one who values honesty, empathy, and empowerment. At Current Management, they foster an environment where artists feel safe to express themselves authentically, challenging the industry’s conventional norms and creating a model for inclusive leadership.

> ***“We would love to have an international exchange at Current Management***

Dreams for the Future

Looking forward, Suruj dreams of expanding Current Management’s reach internationally, collaborating with renowned designers and amplifying queer representation on a global scale. They envision a future where queer voices are celebrated, not just within niche circles but in mainstream fashion and art. Suruj’s ultimate goal is to continue building a community where queer individuals feel seen, understood, and empowered. "We would love to have an international exchange at Current Management," they share with palpable excitement. Their vision speaks to a future where the creative industry embraces diversity not as an exception, but as the norm.

Suruj Rajkhowa, through their alter-ego Glorious Luna, is more than just a drag artist or a creative director—they are a trailblazer in India’s evolving queer landscape. Their work with Current Management stands as a testament to the power of authenticity, resilience, and visionary leadership. As India’s creative industry slowly opens its doors to diverse voices, Suruj is paving the way for a new generation of queer artists to thrive, creating a legacy of acceptance and empowerment that will undoubtedly shape the future of art and fashion in India.■

BRIDGING THE GAPS IN FASHION

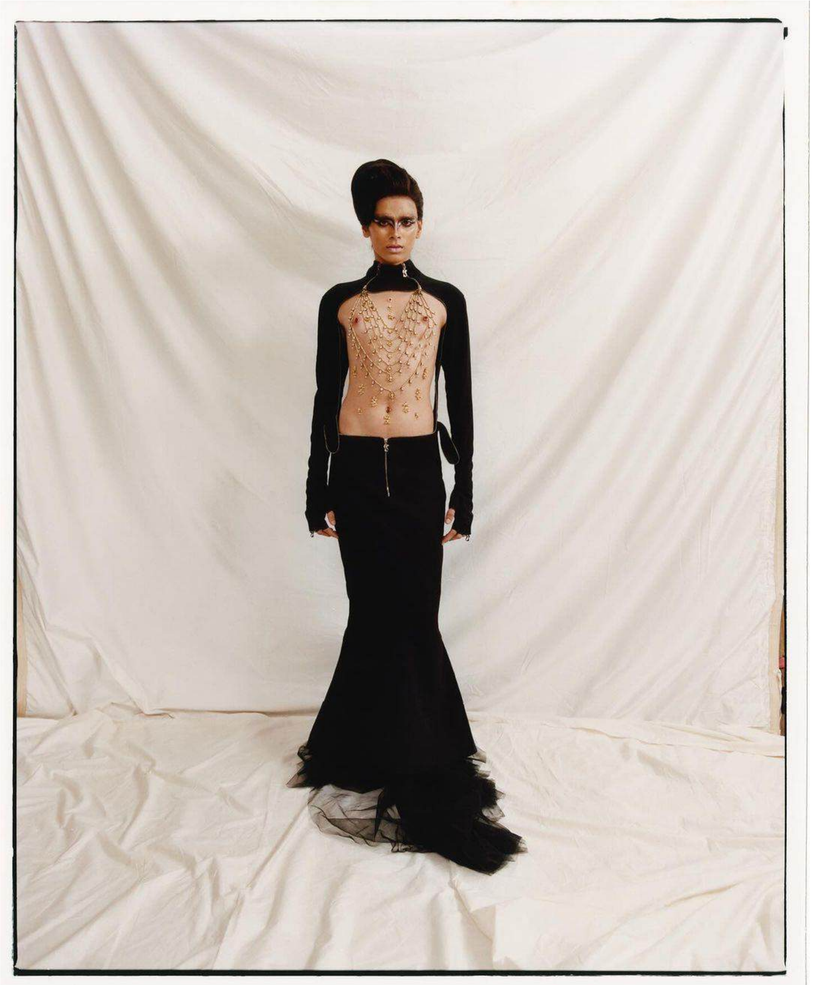
Looking at shimmering world of fashion, where fabrics, ideas, and aesthetics blend into art, it’s rare to meet someone who bridges multiple roles and identities as seamlessly as **Nin Kala**. As a supermodel, art director, and co-founder of Current Management—a pioneering agency focused on queer representation—Kala brings an authentic and deeply reflective perspective to fashion. In a recent interview with Popp Dapp Fashion Magazine, Kala discusses the intricate journey of discovering and shaping their identity, navigating creative processes, and working to redefine inclusivity in the fashion industry.

Modeling as a Pathway to Self-Exploration

Kala's journey into fashion wasn’t a straightforward pursuit of fame or glamour; rather, it was a profound exploration of self. Beginning their career as a model, Kala approached fashion as a tool for discovering and expressing personal identity, not just as an art form but as a mirror of their evolving sense of self. Reflecting on this journey, Kala says, “When I started, modeling wasn’t about getting exposure in the fashion world. It was about exploring myself and figuring out that it wasn’t just fashion making me feel nice—it was my identity.” Kala’s experience challenges traditional narratives of modeling, as they were able to shape an understanding of fashion that goes beyond physical representation. Their work in fashion gradually led to an immersion in other facets of the industry, including styling and makeup, where Kala’s background in interior design fostered a keen eye for composition and detail. This holistic involvement eventually inspired Kala’s current work as an art director. As they share, “In the fashion world, you can’t be limited to modeling. I used to pay attention to other areas—styling, makeup, design. It made sense to start applying myself to art direction.”

A Collaborative Creative Process

Kala's creative process extends beyond the personal, emphasizing collaboration as key to producing authentic, impactful art. When it comes to capturing a particular image, Kala views their role as an interplay of vision and adaptability. Describing their creative approach, Kala states, "You can't plan everything in one go; it has to be a collaboration. Much of the creativity emerges when I'm actually on the shoot, reading the room and adapting based on the energy there." This collaborative ethos is particularly crucial in fashion, where spontaneity and intuition often yield the most powerful imagery. For Kala, the interplay of multiple perspectives is essential. The result is a body of work that challenges normative boundaries and mirrors fashion's broader reflection of society. Kala's work illustrates how queerness isn't just a theme but a mode of creative engagement, representing a fluid, dynamic approach to art and style.



Filling the Gaps in Queer Representation

For Kala, the personal is political. They are acutely aware of the gaps in queer representation within fashion, particularly in the Indian industry, where binary representations have long dominated. Kala recounts how, as a non-binary model, they were often placed in female outfits that didn't fit, a symbol of how mainstream fashion wasn't designed with queer bodies in mind. "When designers create, most designs cater to heterosexual norms, making us adapt to what's available," Kala explains. "That's what I mean by the gap—designers are now beginning to make outfits for queer people specifically, which is an incredible change." This gap isn't just about style; it's about visibility and validation for all identities. Kala's work with Current Management seeks to address this void by not only representing queer people but actively advocating for equitable casting. "In castings, queer people shouldn't just be a token one or two models," Kala says. "If there are ten models, let's have three queer models. Representation should be proportionate, not perfunctory." This vision underpins the mission of Current Management, an agency devoted exclusively to queer talent, where Kala and co-founder Glorious Luna strive to normalize queer identities within the fashion industry.

Changing Tides in Fashion and Society

Kala believes that the fashion industry is gradually transforming, with designers moving beyond heteronormative paradigms to include non-binary and queer-friendly designs. This shift isn't just happening in high fashion but is spreading across mainstream brands. Reflecting on their early struggles in the industry, Kala notes, "Designers who once exclusively made menswear are now creating for non-binary people. There's a definite change, and it's inclusive." In India, however, fashion's relationship with queer culture remains in a delicate phase. Kala points out that while acceptance is growing, it is still met with resistance. "There's a chunk of Indian society that's lagging, struggling with gender fluidity," Kala admits. As such, Kala's work is not only about representation but also about education. In a world where demand drives content, Kala's agency is working to create that demand for queer representation, blending business pragmatism with advocacy.

The Necessity of Education in Queer Representation

Education is a crucial aspect of Current Management's mission. In their role, Kala frequently educates clients on terminology, appropriate casting, and the nuances of queer identity. As they recount, "Recently, a brand casting queer people needed guidance on pronouns and understanding that trans people can identify as lesbian, among other things. It's part of our job to help them understand these distinctions." This educational process is vital in shaping not only respectful representation but also genuine inclusivity. Kala views these moments as opportunities to influence industry standards and broaden societal understanding of the queer community. Through such interactions, Current Management doesn't just advocate for representation but actively fosters a respectful, inclusive approach within the industry.

> ***"Balancing comes from having the right people on board***

Balancing Creative Vision and Entrepreneurship

Kala's work is driven by a deep, personal vision, but they acknowledge that managing an agency requires teamwork and support. Balancing a multifaceted career is no small feat, and Kala emphasizes the importance of a strong team. "Balancing comes from having the right people on board," they say. "I guide them creatively, but I also dedicate my time to the agency—working on PR, reaching out, ensuring everything aligns with our mission." Despite the creative chaos and demands of entrepreneurship, Kala finds harmony in this blend, using modeling opportunities to share their message and agency work to foster structural change. This approach reflects Kala's understanding that transformation within the industry isn't a one-person job but a collective effort involving many voices and perspectives.

Looking Forward: The Future of Queer Fashion

Kala's journey and vision underscore an evolving movement within fashion—a push for visibility, representation, and authenticity for queer individuals across the spectrum. Through their work, Kala and Current Management are not only challenging traditional fashion norms but are also creating a space where queer voices can thrive, celebrated for their uniqueness and diversity. As Kala sees it, their role is to continue pushing the boundaries of what fashion can be. "I want to create demand for queer representation and normalize it, not as a trend, but as part of fashion's essence," Kala concludes. Their vision for the future is clear: a world where fashion embraces everyone, unapologetically, and where beauty is defined not by convention, but by inclusivity and diversity. ■

REDEFINING AUTHENTICITY, STYLE, & CONFIDENCE

In the world of weddings and bridal styling, **Nishtha Gandhi** has emerged as a beacon of authenticity and elegance. A content creator for Popp Dapp Fashion Magazine, Nishtha is known for her unique take on bridal beauty and lifestyle. In an industry often driven by fleeting trends, she champions personal expression, self-confidence, and the pursuit of beauty that feels true to one's identity. In an exclusive interview, she shares her creative process, her vision for bridal beauty, and her advice for modern brides navigating the myriad choices they face.

Embracing Personal Style in Bridal Styling

For Nishtha, the creative journey in bridal styling is intensely personal and ever-evolving. She describes her style as an embodiment of her moods, colors, and aesthetics. "My personal style evolves according to the phase I'm in. Some elements remain intact, while others change based on my emotions and perspectives at that moment," she explains. This fluidity is what allows Nishtha to bring a fresh perspective to every bride she works with. Nishtha approaches each client as a distinct individual, adapting her styling choices to the bride's personality. Her intuitive approach ensures that each bride's essence shines through. This freedom from rigid style definitions allows her to cater to a diverse array of brides with different tastes and aspirations.



The Importance of Authenticity on the Wedding Day

While bridal fashion trends constantly evolve, Nishtha believes that the key to a memorable wedding look lies in embracing one's authentic self. "I don't suggest any bride to embrace a specific trend," she emphasizes. "Instead, I encourage them to embrace who they truly are." For instance, a bride who feels comfortable in a minimalistic style might opt for a pastel lehenga and delicate jewelry, while someone who loves making a statement might choose vibrant colors, intricate embroidery, and bold accessories. For Nishtha, the essence of beauty lies in self-expression. "It's about who you are on your big day, not about following trends," she affirms. By focusing on what resonates most with each bride, she creates looks that reflect their inner beauty and personality, giving them a sense of comfort and confidence on their wedding day.

Creating Fresh and Graceful Content

With a style characterized by grace and elegance, Nishtha finds inspiration in her own experiences as a bride-to-be. Her journey, marked by significant milestones and introspection, enables her to relate to the emotional challenges that brides face. "Every woman has a different priority and outlook on life," she observes. This insight allows her to create content that resonates with a wide audience, addressing the hopes, dreams, and concerns that come with planning a wedding. Her content often focuses on the thought process behind major life decisions, using her personal experiences to add depth and authenticity. By tapping into the emotions that brides feel as they approach this new chapter, she ensures that her ideas remain fresh, relevant, and impactful.

A Journey Rooted in Passion and Dedication

Nishtha's entry into bridal styling was driven by her quest to discover her own bridal style. She dedicated six months to researching her ideal look, considering factors like silhouette, budget, color compatibility, and fabric. This meticulous approach gave her an appreciation for the intricacies of bridal styling and inspired her to help other brides navigate the process. Her dedication to research and her genuine enthusiasm for styling have become the foundation of her career, allowing her to excel in both content creation and bridal artistry.

Rethinking Celebrity Bridal Looks

If given the opportunity, Nishtha would love to revisit Priyanka Chopra's bridal look, which she felt didn't fully showcase Priyanka's warm skin tone and unique beauty. Nishtha believes that a bride's styling should enhance her natural features, something she would prioritize when styling a high-profile client. For Priyanka, Nishtha envisions a more colorful palette and gold jewelry to accentuate her warm undertones, transforming the look into something deeply personal and expressive.

Shattering Misconceptions About Bridal Beauty

One misconception that Nishtha is passionate about dispelling is the idea that heavy makeup is necessary to look beautiful on one's wedding day. "The biggest misconception is that you have to have lots of makeup on to look good," she explains. Instead, she advocates for a more natural approach, suggesting that brides have a pre-trial to see what makes them feel comfortable and confident. This focus on comfort extends to attire as well—she encourages brides to choose outfits that align with their personal style rather than conforming to societal expectations of extravagance.

Navigating Bridal Fashion Choices with Confidence

Nishtha's advice to brides torn between traditional and modern styles is to create a look that is uniquely their own. For her wedding, she managed to blend her multifaceted personality across multiple functions, allowing her to express different sides of herself. She emphasizes the importance of knowing what suits one's personality and body type. Brides should aim to create a blend of elements they love across different functions rather than experimenting excessively on the big day itself. Her advice is rooted in practicality and foresight: "Please do not experiment too much on your wedding day because 25 years down the line, you don't want to look at your wedding video and regret your choices!" she says with a smile.

The Power of Balance in Lifestyle Content Creation

Balancing personal storytelling with the demands of bridal beauty content can be challenging, but Nishtha finds fulfillment in sharing her experiences with her audience. After eight years in the industry, she has adapted her content to serve a niche audience while maintaining authenticity. "With the breakthrough of reels and Instagram, I realized that people consume a lot of content," she notes. This shift in focus has allowed her to offer genuine value to her audience, providing insights and tips rather than solely focusing on her personal life.

Staying Inspired in a Fast-Paced Industry

The secret to Nishtha's success lies in her love for content creation. Despite the constantly changing landscape of fashion and beauty, she remains grounded in her passion. "I knew what I wanted to do since day one," she asserts. This sense of purpose has enabled her to stay relevant and motivated in an industry that is always evolving.

Essential Beauty Tips for Every Bride

When it comes to must-have beauty products, Nishtha emphasizes the importance of a hydrating moisturizer. "The better hydrated your skin is, the better your makeup will look," she explains. Additionally, she recommends a quality blush, a simple product that can instantly enhance a bride's glow and bring a touch of radiance to the look.

A Vision for the Future of Bridal Beauty

Looking ahead, Nishtha envisions a future where bridal beauty leans towards raw and natural styles. With the rise of Gen Z trends, she notices a shift towards individuality, where brides are increasingly choosing to stay true to themselves. Her ultimate goal is to leave a lasting mark on the industry by promoting authenticity and helping brides feel beautiful in their own skin. In a world of bridal beauty that often pressures women to conform, Nishtha Gandhi stands as a refreshing voice. Her commitment to helping brides embrace their true selves is a reminder that beauty, especially on one's wedding day, should be a reflection of inner confidence and authenticity. ■



A PORTRAIT OF MODERN POLYMATH

Navigating a career across multiple mediums — direction, photography, writing, and advertising — visual artist **Ishaan Nair** offers a masterclass in balancing passion with practicality. With a degree in direction and cinematography from New York's School of Visual Arts, Nair's journey has been anything but linear. His thesis film, Guroor, earned him critical acclaim, winning him the best director award at the Dusty Film Festival and a nomination at the IAAC in New York. In this article, we explore Nair's perspectives on creativity, the reality of balancing art with commercial demands, and the evolution of his work.

Balancing Diverse Creative Mediums: More Than Just an Instagram Reel

From the outside, Nair's work across advertising, photography, and filmmaking might appear effortless. But as he admits, managing these dynamic fields is far from easy. “Instagram might make it look easy, but it's not,” he says, underscoring the difficulty of juggling multiple passions in a world that demands productivity and pays little heed to creative blocks. For Nair, some aspects of his work blend well; however, creative writing — the most personal and time-intensive form — often gets sidelined. The demands of commercial work, though lucrative, tend to pull him in different directions, leaving little time for the introspective nature of writing. Nair’s reality encapsulates the tension between art as a passion and art as a profession. In a world that expects quick results, artists like him often face burnout. Yet he’s found that his ability to work fluidly across mediums stems from his innate curiosity and passion, which keeps him grounded amid the chaos. His advice to aspiring multi-disciplinary artists? Understand that you’ll have to prioritize certain projects over others, and be prepared for the sacrifices that come with such a vast creative reach.

Sustaining Creativity in a Demanding World

As someone who’s constantly toggling between different creative outputs, staying inspired is a continuous challenge. “I’d love to think I’m always on point with ideas,” Nair jokes. While he acknowledges that creative excellence is subjective and largely dependent on the viewer, he recognizes the limitations of commercial work. In commercial photography or advertising, where his clients pay for his aesthetic but also impose their vision, maintaining artistic integrity is not always feasible. These projects require a balance between Nair’s creative vision and the brand’s image, reminding him that there’s an objective purpose — often to sell a product, not to express his deepest thoughts. To keep his “creative juices flowing,” Nair practices objectivity. For commercial projects, he checks his ego, aligning his artistic voice with the brand’s values and audience expectations. This approach underscores his maturity as an artist, as he’s learned that not every project can be a masterpiece. In these moments, his art becomes an exercise in finding satisfaction within constraints, rather than pushing boundaries. Personal projects, such as his writing, offer Nair the freedom to voice his artistic vision without compromise, keeping him creatively fulfilled even amid commercial demands.



Photography as an Accidental Career

Though he’s known for his photography, Nair’s entry into the field was largely unintentional. Initially set on filmmaking, he fell into photography as a way to make ends meet. Reflecting on his early experiences, he recalls his father’s encouragement after seeing his abstract photos from a family vacation. With a background that traces back to the days of film cameras and rolls of 36-exposure film, Nair brings an analog approach to his digital work, a quality that distinguishes his style in a world dominated by high-speed edits and filters. Unlike many photographers, Nair didn’t start with formal training. Instead, he learned the ropes on the job, beginning with small gigs for actors in Mumbai. He recalls how he gradually taught himself Photoshop, inspired by an unexpected lesson from a passport photo technician. Later, through serendipitous connections and word-of-mouth, his work reached prominent figures, leading to collaborations with celebrities like Sonam Kapoor, who helped elevate his reputation in the industry. Nair’s journey in photography is an example of how passion and adaptability can build a career even without traditional training.

Commercial Work with Global Brands: A Learning Curve in Humility

Working with international brands like Apple, Nike, and H&M marked a significant turning point in Nair's career. The opportunity arose unexpectedly when an advertising agency noticed his film Kash, a stylish feature that made a splash at film festivals. Despite his lack of commercial experience, Nair embraced the challenge. He describes his first ad project for Dove as a crash course in industry protocols, revealing that it was his assistant who guided him through the process. Over time, working on large campaigns taught Nair valuable lessons in patience and humility. In the commercial world, he learned to take feedback from clients who might not always understand his vision but wanted a final product that resonated with a broad audience. This experience helped him see the value of collaborative creation, allowing him to craft visually compelling pieces that resonate beyond the niche audiences of the art world.

Managing Roadblocks and Staying Resilient in a Fluctuating Industry

For Nair, the freelance world is both liberating and stressful, with its own set of challenges. “Every eight months, you get this existential dread of whether you’re still relevant,” he shares candidly. His advice to fellow creatives during these moments is simple: keep going. Freelance artists often face uncertainty about future work, but Nair emphasizes the importance of patience and self-belief. When times are slow, he suggests diving into personal projects or simply waiting out the lull, reminding himself that waves of work are inevitable.

A Humble Perspective on Success and the Importance of Connection

One of the most transformative lessons Nair has learned is recognizing the interconnectedness of every role on a film set. Reflecting on his initial years, he admits he used to have a “superiority complex,” viewing himself as more important than others. However, working on large sets with diverse crews taught him the value of every person’s contribution. Today, he approaches his work with greater humility, understanding that creativity is a collaborative effort, where each individual, regardless of rank, plays an essential role. In Nair’s view, the biggest trap for creatives is letting ego overshadow observation. By staying open-minded and valuing others’ perspectives, he finds beauty in collaboration, allowing him to create work that is both authentic and resonant. This quietness of the ego, as he describes it, is a skill that has enriched his work, making him not only a better artist but also a more empathetic human. Through his journey, Ishaan Nair exemplifies the life of a modern polymath, navigating art, commerce, and personal growth with introspection and authenticity. ■

Heeta Lakhani

IGNITING CLIMATE ACTION

In the vast, dynamic conversation about climate change, **Heeta Lakhani** stands out as an influential voice advocating for more than just awareness. Founder and Director of the ClimAct Foundation, Heeta draws from her Master's in Environmental Studies and Resource Management from TERI University to bridge global climate action with the nuanced, localized needs of India's youth. In a recent interview, she shared insights into her journey, the urgency of the climate crisis, and how empowering young voices can reshape climate leadership.

The Birth of ClimAct Foundation: A Personal and Powerful Inspiration

Heeta's childhood love for nature inspired her journey into environmentalism. Growing up in Bombay, she was struck by the image of a felled coconut tree during a "beautification" project on Marine Drive. This moment, she recalls, left her shaken and questioning societal values that equate progress with the removal of natural beauty. Years later, her foundation aims to address this disconnect by offering young people a platform for meaningful engagement with the environment. ClimAct adopts a holistic approach, merging education with actionable insights to create climate leaders. Heeta believes that understanding climate change shouldn't just be about textbook theories; it should include hands-on experiences, real-life case studies, and mentorships with climate professionals. "The basics of climate change should be clear, but they also need to be practical and relatable," she says.

A Localized Approach to Climate Education
Heeta highlights that climate change affects different regions and communities uniquely. In India, the effects of rising temperatures, erratic monsoons, and crop failures are becoming undeniable. ClimAct works on a grassroots level to tailor educational programs to specific audiences, recognizing the diversity in India's urban and rural youth. By localizing climate education, Heeta helps young people from varied backgrounds understand what climate change means for them personally. For urban youth, ClimAct relies heavily on social media campaigns and workshops that encourage discussion and innovation. For rural communities, the approach is more localized, often working through trusted community leaders and adapting resources into regional languages. "Climate education must be accessible and relatable," Heeta says, "so it resonates across India's vast cultural, economic, and environmental landscape."

Engaging Youth as Climate Advocates
One of the central goals of ClimAct is to build the next generation of climate activists. Heeta sees youth as essential to pushing the climate conversation from discussion to action, especially in countries like India, where demographic diversity and climate vulnerability intersect. Through her Youth Negotiator Academy, she trains young people to participate in UN climate negotiations, giving them the skills to advocate for their communities on a global stage. According to Heeta, one of the most significant shifts needed is in how young people view climate change. "It's not just about knowing the problem; it's about envisioning solutions that they can implement in their own lives," she explains. This perspective shift is especially important in India, where climate literacy varies widely. Heeta emphasizes that young people need to see climate action as a collective responsibility and understand the ripple effects of individual decisions.

Climate Education Beyond the Classroom
Heeta believes that effective climate education goes beyond facts and theories; it must include emotional and psychological engagement. ClimAct's programs use storytelling, visual media, and interactive activities to make climate issues compelling and memorable. The foundation also addresses eco-anxiety and mindfulness, recognizing that climate issues can feel overwhelming. Through these practices, Heeta aims to instill resilience in young activists, empowering them to pursue change despite the enormity of the challenges.

The Role of Technology in Climate Action
Heeta is optimistic about technology's potential to aid climate action. ClimAct's Climate Leadership Program includes an entire module on the role of technology, from renewable energy innovations to data-driven environmental policies. "Technology can bridge gaps and offer scalable solutions," she says. For Heeta, technology isn't just a tool but a critical component of climate literacy, especially as young people need to see the future possibilities of their work. ClimAct emphasizes that climate education isn't just about diagnosing the issue; it's about learning how to leverage modern tools for impactful solutions. By introducing youth to cutting-edge technologies, Heeta hopes to equip them to innovate within their communities, from developing sustainable farming techniques to creating low-cost air quality sensors.

Bridging Grassroots Work with Global Climate Negotiations
For Heeta, balancing grassroots climate education with high-level climate negotiations presents both challenges and opportunities. At ClimAct, her team collaborates with schools, local communities, and NGOs to build climate literacy from the ground up. On the international stage, she advocates for stronger representation of young Indian voices in climate negotiations, a space she feels is still lacking diversity. Her work at the Youth Negotiator Academy brings young Indian voices to the UN climate conferences, bridging the gap between local experiences and global policymaking. She notes that one of the biggest hurdles is adapting content for diverse audiences. "Working with tribal communities in Manipur was an eye-opener," she recalls. "Understanding their unique relationship with the land and their own environmental challenges taught us to approach climate education with more sensitivity."

Challenges and Government Support
Launching ClimAct was not without challenges. Heeta faced initial difficulties in gaining traction and finding resources to sustain her initiatives. Financial constraints continue to be a challenge, but her team—mostly women—is deeply committed to the cause, helping her navigate resource limitations with creativity and resilience. While ClimAct's work hasn't yet directly involved partnerships with the Indian government, Heeta remains hopeful. She believes that meaningful climate action will require collaboration between government, NGOs, and local communities. "The government's engagement depends on the nature of collaboration, but there is a growing interest from various state and local officials in climate education," she says.

Core Skills for Climate Leadership
Heeta believes that curiosity and resilience are fundamental qualities for future climate leaders. "Young people should constantly question and challenge existing systems," she advises. This critical thinking helps them not only understand environmental issues but also become change-makers. Resilience, meanwhile, is crucial for the long road ahead, as climate action doesn't yield immediate results. Heeta is a passionate advocate for keeping youthful curiosity alive. She urges young people to retain their childlike sense of wonder about the natural world and to nurture it as they navigate complex environmental issues.

Building a Community for Change
Heeta draws inspiration from the community that ClimAct has built over the years. Seeing more young people engaged in the climate movement is a source of hope for her, as is the diversity of voices and ideas emerging from India's youth. "Knowing that we're part of a growing community dedicated to climate action keeps me going," she reflects. With ClimAct, Heeta Lakhani continues to make a profound impact by connecting local, practical climate education with global activism. Her work stands as a testament to the power of youth, curiosity, and community-driven change in the face of one of humanity's most pressing challenges. ■



"Climate education must be accessible and relatable

GALA

A gala unveils a symphony of opulence and timeless elegance, where every detail exudes sophistication. Enigmatic silhouettes, resplendent fabrics, and celestial hues collide, forging a realm of haute grandeur. Embellishments dazzle in incandescent light, capturing an ethereal allure. Each piece, a reverent ode to luxury, transports us to realms of sartorial majesty.

GALA

A SYMPHONY OF OPULENCE AND TIMELESS ELEGANCE

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GALA

A SYMPHONY OF OPULENCE AND TIMELESS ELEGANCE

PHOTOGRAPHY **HARSHIT GUPTA** | MUSE **RITIK YADAV & KUSHI VIJAYVARGIYA** | MAKEUP & HAIR **POOJA & PALAK KUMAWAT** | LOCATION **JAIPUR, INDIA**

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