

NOT SO SERIOUS

By Pallavi Mohan

UNVEILS

De spiritu libre

*'An installation of summer breeze blended with vibrant colors,
tossed with free spirited flamboyance of feminine chic'*

'Las Ramblas' at The LAP Garden, Hotel Samrat, New Delhi

New Delhi, June 02, 2010- An escape from the lazy hazy days of summer, **Designer Pallavi Mohan** in association with **The Lap Garden** paid an ideal ode to the famous Spanish poet Federico García Lorca, with the unveiling of '**DE ESPIRITU LIBRE**'- An installation by **Designer Pallavi Mohan**.

With moonlight playing the perfect entourage at the evening, Pallavi Mohan's high-fashion installation continued the celebration of The Lap Garden's summer festival. An electrifying mix of installation art, live music, delicious sangrias, eclectic fashion and contemporary tapas, the night struck the right chord with la-Spanish ambience at Las Ramblas.

Amongst the attendees were the of crème-de-la crème of Delhi **Restaurateur AD Singh, President FDCI Sunil Sethi, Designers Samant Chauhan, Joy Mitra, Poonam Bhagat, Gaurav Gupta of Akaro, Anvita Jain of Pappu ka Tanka, Sharad & Purvi of Incheetape, Fashion photographer Angel Sharma, Socialites Amol Vadehra, Bharti Bhalla, Anurag Verma and more**

Inspired from Murano's glassmakers who created the most exotic Millefiori (multicolored glass) in the world, Pallavi Mohan created a magnum opus with a palette ranging from off-white, yellows to indigo and coral. With macramé and frills adorning the garments, the installation was a bespoke art work exuding the true essence of her collection-carefree and fun. The sheer volume of her clothes easily made one draw parallel with a magnamous dragon-flower. Multiple layers and tiers of silk, chiffon and ramie draped luxiously to create that splendid, summer chic. Embellished with crystal encrusted bugs, beetles and butterflies unobtrusively creeping up on the dresses, the clothes make for a perfect wear in the dark evening, with care tossed to the wind.

For those who missed having the first glimpse of this masterpiece the installation will on display at The Lap Garden, Hotel Samrat, New Delhi till Tuesday 08, 2010.

About Designer Pallavi Mohan

Pallavi studied art at the Camberwell College of Art & Design, London. After which she pursued a degree in Textile Design from the Chelsea College of Art & Design.

The creative force behind Magnolia Martinique, Pallavi works with numerous international labels such as **Roberto Cavalli, Jean Paul Gaultier, Costume International, Miss Sixty, Pinko, Guess Jeans, Paul & Jo, Valentino Group and John Galiano**. This experience has given her an international design sensibility and a keen understanding about the demands and functioning of the industry at a global stage.

In 2007, Pallavi launched her label "**NOT SO SERIOUS**", a brand that endeavors to amalgamate western sensibilities with Indian ethos. The brand's retail footprints have increased swiftly and in India, **NOT SO SERIOUS** is retailed from leading boutiques such as **Carma, Ensemble, Aza & Ogaan**. The label is also stocked by boutiques abroad in France, Greece, Italy, Spain and the United Kingdom.

Pallavi, who is three seasons old at the Wills Lifestyle Indian Fashion Week (WIFW), has been credited as a designer with an outstanding sense of fabric, flawless finish and inspiring originality. Her AW'09 collection was selected by FDCI for the India Show in Almaty, Kazakhstan.

The designer's SS'10 collection was exhibited at **Pure, London** followed by **Prêt à Porter, Paris** in September 2009. This year Pallavi became the only Indian designer to present her collection at **Atmosphere in Paris**, the biggest and the most prestigious fashion trade event across the globe.

"NOT SO SERIOUS" believes in making fashion easy yet edgy, affordable yet stylish and fun!!

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