

Not So Serious by 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 for Magnolia Martinique, Pallavi in her capacity as the head of product design has worked with numerous international labels such as Roberto Cavalli, Jean Paul Gaultier, Costume International, Miss Sixty, Pinko, Guess Jeans, Paul & Jo, Valentino Group and John Galliano. 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 private label “NOT SO SERIOUS”. The brand has been received well across the world and its retail footprint has swiftly increased. In India, she retails 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.

The inaugural AW09 collection successfully showed at the India Fashion Week in New

Delhi. Pallavi was credited as a designer with an outstanding sense of fabric, flawless finish and inspiring originality. Her AW09 collection was also selected by FDCI for the India Show in Almaty, Kazakhstan.

The SS10 collection has exhibited at Pure, London followed by Prêt a Porter, Paris in September.

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