



### **Madhu Jain Spring/Summer Collection 2018**

With an ethos embedded in eco-fashion and sustainable production, Craft Revivalist and Textile Conservationist Madhu Jain's museum-quality textiles are recognised for their innovation and for advancing the textiles sector and the livelihoods of artisans. Madhu's virtuosic mastery lies in developing brand-new textiles by flawlessly blending two different weaving traditions into a joyful marriage of harmony and motifs, weaves and colours. It is no wonder, then, that she has garnered acclaim for the manner in which she renders each textile differently, while at the same time ensuring that the production techniques and processes are focussed on promoting traditional, handmade, loom-based textiles, for which she works with master weavers in the interiors of India.

The Madhu Jain Spring/Summer Collection 2018, **showcasing at Amazon India Fashion Week at NSIC Grounds, Okhla, New Delhi, on October 14, 2017, at 5.15 pm**, celebrates three master-weaves and motifs developed by the designer, all of which are a glorious offering to India's rich and diverse 2,000-year-old textiles tradition. **Internationally renowned dancer, cultural visionary and Padma awardee, Prathibha Prahlad, has choreographed a powerful dance sequence by her group, Prasiddha Repertory, as a prelude to this very special Collection.**

The first textile in this collection is a paean to the frescoes and murals of the temple paintings of Kerala's Guruvayur temple complex, the intricacy of which have long fascinated Madhu. Her collection in cotton brings alive the depiction of Puranic themes with a vibrancy and wealth of detail that can

come only from the stable of a seasoned design interventionist such as Madhu. She has incorporated the highly-stylised temple motifs with exquisite detail and a rare delicacy that are enhanced by the natural pigments and

dyes used by her in rendering these outstanding works of art.

The second textile is the diametrical opposite: a deceptively simple Bamboo-Silk collection in undyed, luminescent ivory. To Madhu goes the credit for having introduced bamboo in India as a viable eco-friendly alternative textile. For the last 15 years her experiments with bamboo have finally yielded perfection, for which she has been fêted on several platforms. This Bamboo-Silk collection epitomises unfussy minimalism at its best. Unadorned, the weave here is king, as are the easy silhouettes.

Finally, the triad is completed with a Royal Venkatagiri collection from Andhra Pradesh that has been woven in the Jamdani tradition, where the designer has incorporated tribal motifs to thrilling exuberance. Madhu's motifs are primarily

designed around what she explains is, the "dance of the bulls, running in the wild, being one with nature." This intricate and highly refined flat weave showcased by Madhu has the unique quality of being reversible, making it a winner.

Madhu Jain's complex and varied collection in organic handloom cotton is held together by a high-on-drama classic colour palette that is nevertheless understated, and which hits all the right notes: ivory, gold, and black. A sublime balance of sensibilities, indeed.

