

Harper's BAZAAR INDIA

176
FALL
FAVOURITES

SATIN
SHIRTS
A-LINE
SKIRTS
MICRO
BAGS

THE
INDEPENDENTS
BY CARINE ROITFELD

ALICIA KEYS
AWKWAFINA
CÉLINE DION
KATE MOSS
AND MORE...

*The hottest new
faces on
international
runways*

**PRATIK SHETTY &
NĀOMI JANUMALA**

BIG
FASHION
ISSUE

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THE NEW

THE HOTTEST NEW FACE IN FASHION IS DIVERSITY.

And she is everywhere. From the covers of magazines, to conversations on social media. She opens and closes every show, at all the fashion weeks—from catwalks in India to runways in New York. And for *Bazaar's* Big Fashion Issue, she obviously made it to the cover.

Models Naomi Janumala and Pratik Shetty represent diversity in the truest sense. The new faces of global beauty, they also symbolise inclusivity. They are not just two more Indian models that have made a mark internationally. Of course, being the face of Rihanna's online Fenty campaign is huge, and walking for Raf Simons and Fendi is no mean achievement. But there is a bigger reason to celebrate. Today, their representation matters. Today, you can be from any part of the world, look like no one else (but yourself), and you will be counted. Today, the September Issue—the issue that generally heralds a new season—is part of the change.

It's a brave new world and in the forefront are these icons. Céline Dion, Christy Turlington, Kate Moss, Alicia Keys, Awkwafina, Regina King, Alek Wek, Devon Aoki, and Shailene Woodley have been selected and styled by *Bazaar's* global fashion director Carine Roitfeld for setting precedent. "In all that they do, these actors, models, and musicians have shifted perceptions by resisting the established, avoiding the accepted, and breaking every rule they can."

To make sure you don't run out of inspiration—and ideas—this issue also has authors Ann Patchett, Suketu Mehta, Mira Jacob, and Samantha Shannon; artist Nikhil Chopra; beauty entrepreneur Paayal Mahajan; and multi-hyphenate, multi-talented Riya Hamid, Hiba Schahbaz, Shivani Persad, Anaa Nadim Saber, and Raveena. All names you should know.

My favourite changemakers are also heroes this month. We bring you our annual Books Special, which tells you what you should be reading and why you should be reading. Books document change, but books also change you. As they must. "What an unnerving gift: To bear witness to an imaginary life, to glimpse at the kind of humanity that makes you re-evaluate your own. This, I like to think, is the promise fulfilled in the pact between author and reader," writes Jacob on her attachment to books.

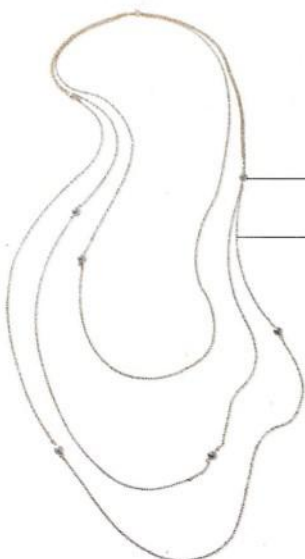
Return to reading. And start with *Bazaar*. ■



FROM THE EDITOR

Nonita

NONITA'S MUST-HAVES



(From left) Necklace, ₹58,000 (approx), **Celine by Hedi Slimane**. Shoes, ₹64,000 (approx), **Jimmy Choo**. Earrings, price upon request, **Louis Vuitton**. Bag, ₹1,21,000 (approx), **Chloé**.

INGREDIENTS FOR SUCCESS

Storytelling. Building a brand. Scaling. Improvising. Dealing with stress. Here's how Paayal Mahajan, founder and formulator at Essential Body, did it all.



(From left) The Elixir, ₹11,800/20ml, The Antioxidant Blend, ₹4,484/5ml, and The Espresso Exfoliant, ₹7,670.



It was her personal struggle with weight (losing over 45kgs) that would ultimately pave the way to entrepreneurial success for Paayal Mahajan.

Everything she tried, after shedding the excess, refused to work for her skin. That's when she decided to take matters into her own hands, by researching the root cause of her skin's ailments. On her road to a solution, she found herself fascinated by the adaptogenic conclusions of skin issues that are far-too-common. "I continued discovering the intelligent nature of plants, and started self-testing different combinations," she shared. Four years later, she launched

Essential Body—a couture skincare brand steeped in modern, adaptogenic phytochemistry. Based on her own investigations, she created a line of only 12 products that are hand-blended by her, and come in exquisite handcrafted leather bags. *Bazaar* spoke with Mahajan to discover her recipe for creating a brand that is authentic and ready for long-term growth.

EDUCATE YOURSELF

One thing that trumps even big brands is knowledge. You've got to have it, and you've got to show it. Understand your formulations and know what you want people to get out of your product. If it's makeup, what is the look you're trying to get them to achieve? If it's skincare, what are they walking away with? With Essential Body, it's a continuous, fluid process—no formal meetings to discuss 'next steps'. If something pops into my head, I start sampling and [if it works], I get it to market.

CREATE A DIALOGUE

The role of the consumer has fundamentally changed. Instead of being told what she wants and has to do, she is part of the initial conversations, she has a say. Making that connection helped me make decisions. I customise oils and serums—which I launched for a more personal approach—in direct response to requirements, and also changed the popular Elixir's componentry from a medicine-drop applicator to an airless pump because fans of the brand asked for it.

STAY TRUE TO YOUR MISSION

There are seven billion of us on this planet. There's a market for everyone. My brand launched initially with just seven core products, and has just 12 in its line-up today, with a few more coming over the next year. There are not many products I want to launch because I don't use 20 products. I do it my way—surrounding myself with people who know more than me. I listen, but not to people who say, "I've been there, and this is how you should do it." I'm listening to my consumer, and myself. ■

By Prableen Gujral

SEE **WHERE TO BUY** FOR DETAILS