

AROOSH CHAUDHRY - CANADA'S BREAKTHROUGH DESIGNER OPENS UP ABOUT HER UPCOMING COLLECTION



Posted by Lectra Fashion Team on 16 sept, 2014 In LIFE IN FASHION



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Winning Telio look featured at 2013 Festival Mode & Design Montreal by Sensation Mode.

Wearing the look is actress Benedicte Decary at the Highlight runway show (Photo Credit: Allen McEachern)

Why did you choose to study fashion?

Aroosh: Design has always been there from the start, I had just failed to realize the passion that had kept my interest since I was a child, should be my career. I only realized this after I started working in business soon after completing my finance degree from Ryerson University. The choice to study fashion was a hard step to take not because it would mean a complete career switch and starting from scratch, but I would have to exhibit my ideas and put myself out there. Choosing to switch was a difficult step but the simplest decision I have ever made.

Why did you decide to specialize in womenswear?

Aroosh: It's quite simple; I just wanted to make clothes I could wear. The cuts and silhouettes I have in mind, I can never find when I go shopping. They

eventually hit the stores a few seasons later when I have lost interest. Now as a designer, I have the advantage of creating these designs and catering to those who also consider themselves ahead of the trends.

Where did you find inspiration for your upcoming collection?

Aroosh: I get a lot of pleasure out of the simplest details, whether in form or in life. I draw inspiration from my surroundings; I especially love being in a new city and taking in its way of life—the shapes and structure that define it, and the sounds and scents that set it apart from the rest.

My upcoming collection is inspired by my visit to Paris last autumn. While staying in Le Marais, I fell in love with the many alleys. Being in Paris you can feel the quietness in the widest alleys while finding yourself in the narrowest alley. Paris is a dark poem that has many layers to it; you just have to stay long enough to dig deeper and know it better. My collection is somewhat similar to that experience; the joy is in the discovering process.

Do you use technology to develop your styles? If so, how does it help you?

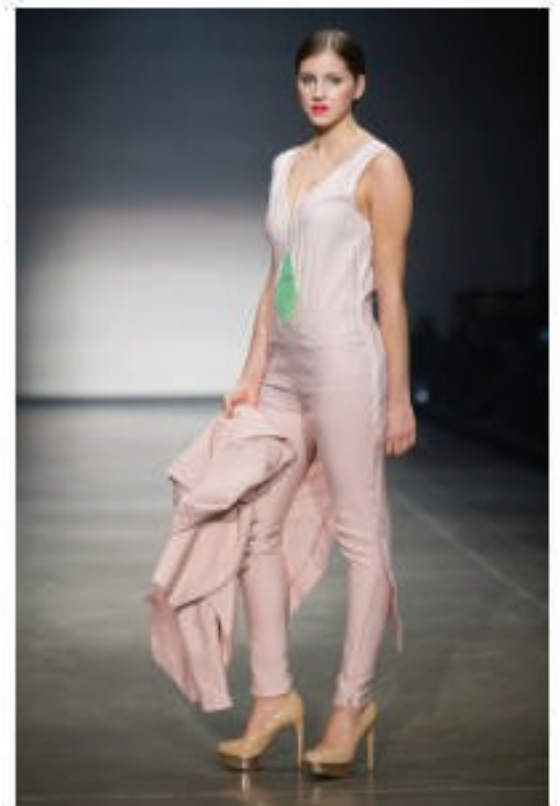
Aroosh: I would love to use technology to draft patterns and see the outcome in 3D before even touching a pair of scissors, but on a smaller scale I definitely use technology to organize my romantic creative ideas into a professional presentation—from illustrations to creating mood boards, and line sheets to look books.

How would you describe your collection?

Aroosh: My upcoming collection is a small capsule collection that caters to women looking for a ready-to-wear range of transitional pieces that can be easily used from spring/summer to fall/winter. I believe in a small collection with a countless combination of looks.

What are your future plans?

Aroosh: I want to continue doing what I am meant to do and what makes me happy. I plan on launching new collections within the next year and I look forward to using Lectra to do so.



Aroosh Chaudhry established her women's ready to wear line focusing on classic tailored