

## PW FASHION & STYLE

designer speak

designer, he too would like to be well known internationally. In fact, he says, "I would love to design for Alexander McQueen. I think he was a creative genius. I wish I could be a part of Alexander design house... so much of creativity, design and innovation in every product."

The international fashion sensibilities of course are different than ours, but in the past few years, India too has produced some world class designers who have made a name in the West apart from India. Felix too believes that India has arrived on the international fashion scene. "Designers like Manish Arora, Ashish Soni, Falguni and Shane Peacock have done so much to make India proud. It is very difficult to cut through and showcase alongside millions of designers internationally," he says.

We agree with him and he advises all those who wish to make a mark in the designing world to focus on the product. "Let the product speak... if your product is good then the media and buyers will come to you," he suggests.

About his future plans, the designer is slated to open a fashion institute B.I.F (Bendish Institute of Fashion) in Mumbai soon. "I have been teaching at various fashion schools in Mumbai for 12 years now. What makes B.I.F different is that it's a very practical college for fashion learning. The institute is located in my premises/factory premises. So, students get hands-on experience. My focus is to educate students and help them understand and get a taste of the practical aspect of the fashion industry. A learning education for students with great practical knowledge along with workers and *karigars*," states the dynamic designer.

We wish him all the very best for his venture and look forward to more exciting and edgy creations from him.

