

HAPPY PRIDE MONTH!



(Illustration by Aarushi Jain)

"THE WORLD IS ABOUT TELLING STORIES, I TELL MINE THROUGH FASHION."

in conversation with Mr. Sonam Dubal



image: sonamdubal.com

What exactly attracts us to that one piece of clothing? An article of clothing on the body may seem effortless, but it helps define that person's character. And if the person happens to be one of India's prominent fashion designers, his label is inspired by his personal journey of travelling from the East to the West.

Sonam Dubal, a 1990 NIFT alumnus and founder and head designer of his own clothing label, Sanskar by Sonam Dubal, incorporates a blend of cultures and civilizations into his work. He mixes modern influences and traditional creativity in his designs, choosing the nomadic route to express himself, his Izhaar.

Wanderlust is a prominent theme in his work; travelling inspired him to have an edge, to stand out. *"These days, fashion designers forget the purpose of fashion, and are instead focused on commercializing it."* Even as a young boy, he always knew there was a deeper meaning to life, a search. He was interested in the old and was captivated by history. Despite travelling all over the world, he found his roots in India.



The Nomad story , Autumn-Winter 2009

image: sonamdubal.com

Fashion gave him freedom. It was a space filled with acceptance, non-judgment and individuality. He found himself through fashion. Being experimental, with respect to his sexuality, he highlights the necessity of being comfortable in your own skin. Discovering his sexuality was an intellectual process. "It's essential to be authentic, and your belief in yourself takes a cue for everybody else", he said. He expresses his heritage through fashion, and his sexuality made him who he is. "Each person has to find his or her own space negotiating whatever circumstances you are forced into."

His androgynous clothing line compliments concepts such as acceptance and individuality. He notes that we are in the process of growth and creation; change is taking place for the better. Designers are also testing new boundaries.

Sonam has praise for artists such as Salman Toor and Aamir Rabbani, LGBTQ artists from the subcontinent many may consider niche, but who boldly express themselves.

“The future is going to be diverse and different. While there may be political turbulence, the LGBTQ community in India is growing and is a very interesting moment, it is also liberating itself to create a body of work on its own,” he said.

“Your voice carries the voice of others. The day it becomes ordinary is the day it mends into real life.”



Mr. Dubal at a Pride Parade

It's important find a space to spread you wings, after all,

“If you're not yourself, how will you reach to the next level?”

-Gayatri Batra