

## Label Jewellyn Alvares presents CONVERGE – a new line in Khadi, for Men

Khadi uplifts to a new level. #KhadiGoesChic

**Mumbai, 23<sup>rd</sup> August, 2018:** Jewellyn Alvares is a leading Fashion Designer. Branching out into designing Menswear, he is showcasing his eponymous label, the first Ready-to-Wear Menswear Line – CONVERGE, from Label Jewellyn Alvares, at the *Lakme Fashion Week Winter Festive August 2018*. Utilising sustainable materials, he has collaborated with Khadi Village Industries Commission to introduce a new range of stylised garments in Khadi, for Men, thus uplifting Khadi to a new level. The collection is inspired into reality by a poem called *I Love a Lonely Winding Road, by Alora M. Knight (b. 1920)*, that talks about the landscapes and the undulating hills, which is translated into the Khadi line.

Jewellyn was instrumental in getting Khadi Village Industries Commission (KVIC) and IMG (the organisers of Lakme Fashion Week in Mumbai) together. And this led to arranging a section on Sustainable Day, with the original Made in India fabric - Khadi, showcasing four designers using Khadi fabric as the new trend, ensuring #KhadiGoesChic.

Introducing this new range of stylised garments in Khadi, for Men, thus uplifting Khadi to a new level, CONVERGE Autumn/Winter '18 is a Read-to-Wear Menswear range of trousers, shirts and outerwear for casual and dress occasions. It is elegance, underlined in detailing, panelling and fluid lines, bringing in stylistic versatility. Tying up the traditional fabric of Khadi in a fresh contemporary approach, Jewellyn has created drama with movement, revealing designs through layers utilising innovative use of textile, and fabric detailing through spirals and asymmetric layers. Comfort is key and silhouettes are created by layering and streamlining the human figure.

The line has three directions rolled into cohesion with Tunics, Pants, Shirts, Jackets and coats. Working with Khadi fabrics in different textures, count and weights, the uncertainty of the way the patterns form in traditional Khadi render the clothes one-of-a-kind as no repeat will ever be the same, except in its form. Blur stripe formations are used to converge, slope and align, divulging patterns, volume, swirls and some structure as well

For more than a decade, Jewellyn Alvares has been designing bridal-wear under the brand name *Jule Bridal*. [www.julebridal.com](http://www.julebridal.com). He is also a Shoe Designer and has customised and designed shoes for Indian and International companies (Catwalk, Pavers England) and large-format Fashion Shows, including Femina Miss India.

Jewellyn Alvares is an alumnus in Fashion Design from the reputed National Institute of Fashion Technology (NIFT, Bengaluru). He gives back to the next generation, unfolding his training and experience mentoring at NIFT, Mumbai, and as a faculty at Pearl Academy (Mumbai).

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### For additional details

**Label Jewellyn Alvares:** +91 9819744046 [Jewellyn@jewellynalvares.com](mailto:Jewellyn@jewellynalvares.com) [www.jewellynalvares.com](http://www.jewellynalvares.com)  
Facebook, Twitter, Instagram /JewellynAlvares

**Media & Marketing:** Sabira Fernandes +91 9820183546, [sabira@sabirafernandes.com](mailto:sabira@sabirafernandes.com)  
[www.sabirafernandes.com](http://www.sabirafernandes.com)