

FASSION-X



EDITION-5



Inside

EXCLUSIVE INTERVIEW WITH
MR AMIT KUMAR
FOUNDER "DROPTY"

**CORINNE
BRAUND**

INTERNATIONAL TRAVELLER TALKS
ABOUT HER INDIA EXPERIENCE

Sanjay Nigam

The Man Turning Fashion into a Fundable Empire

AT THE INTERSECTION OF CREATIVITY AND CAPITAL, MR NIGAM IS BUILDING
AN ECOSYSTEM WHERE DESIGNERS DON'T JUST CREATE THEY SCALE,
WE COVERED HIS JOURNEY & VISION IN THIS EDITION. *Read on...*

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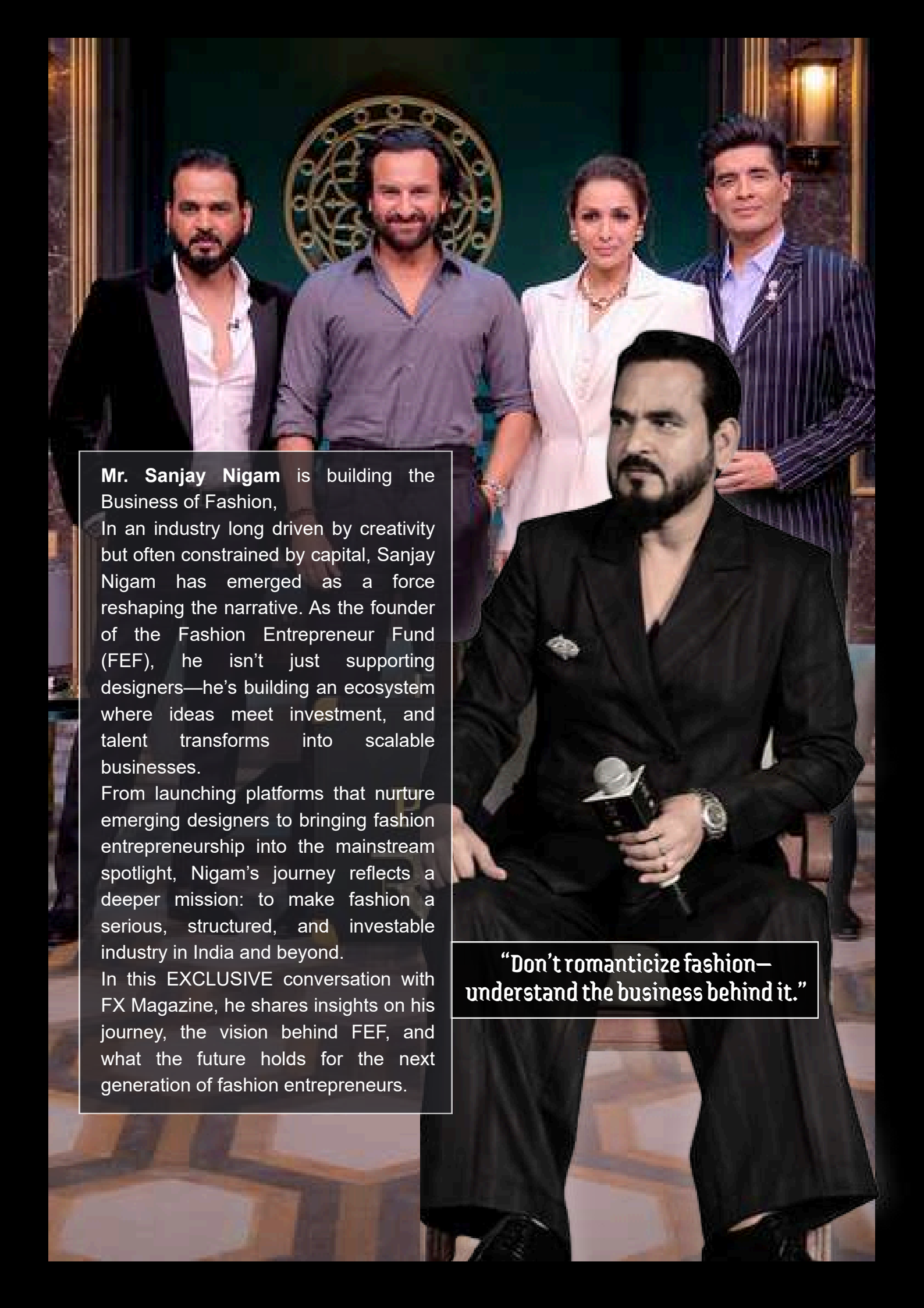
Letter from the Editor

Dear Readers,

Welcome to Edition 5 of FX Magazine — a celebration of ambition, creativity, style, and stories that inspire. In this special edition, we take you on a journey through the dynamic worlds of fashion, entrepreneurship, travel, and the people redefining success on their own terms. From bold business minds to fearless explorers, every page has been carefully curated to spark ideas, fuel passion, and connect our readers with personalities who are shaping modern lifestyles globally. This edition is not just about trends; it is about vision, resilience, and the courage to stand apart in an ever-changing world.

At the heart of this edition is our powerful cover personality, — a renowned name in fashion and entrepreneurship whose journey continues to inspire countless dreamers and creators. We also bring you the remarkable story of , the visionary founder of Dropty and Hind Airlines, whose entrepreneurial mindset is creating waves across industries. Adding a spirit of adventure to this issue is , who left behind her finance career in Europe to explore the world, traveling across more than 28 countries and embracing life beyond boundaries. Along with many more inspiring voices, Edition 5 promises conversations, experiences, and insights that will leave you motivated long after the final page. Dive in — your next inspiration *story begins here.*

warm regards,
Harider dogra



Mr. Sanjay Nigam is building the Business of Fashion,

In an industry long driven by creativity but often constrained by capital, Sanjay Nigam has emerged as a force reshaping the narrative. As the founder of the Fashion Entrepreneur Fund (FEF), he isn't just supporting designers—he's building an ecosystem where ideas meet investment, and talent transforms into scalable businesses.

From launching platforms that nurture emerging designers to bringing fashion entrepreneurship into the mainstream spotlight, Nigam's journey reflects a deeper mission: to make fashion a serious, structured, and investable industry in India and beyond.

In this EXCLUSIVE conversation with FX Magazine, he shares insights on his journey, the vision behind FEF, and what the future holds for the next generation of fashion entrepreneurs.

**“Don't romanticize fashion—
understand the business behind it.”**

At the intersection of creativity and capital, Sanjay Nigam is building an ecosystem where designers don't just create—they scale.



"Creativity without structure struggles. Structure without creativity fails. The balance is everything."

Your journey spans entrepreneurship, media, and fashion—what pivotal moment pushed you to build something as ambitious as FEF?

Every industry evolves when structure meets creativity. I realized that while India had immense design talent, there was a lack of financial and strategic support. That gap became my motivation to build something that could empower designers beyond just showcasing their work.

Looking back, was there a defining failure or setback that shaped your entrepreneurial mindset?

Failures are part of the journey. There were projects that didn't scale the way we expected, but each setback refined our approach. It taught me resilience and the importance of long-term vision over short-term wins.

What were the biggest challenges you faced while transitioning from a fashion enthusiast to an ecosystem builder?

The biggest challenge was changing perception. Fashion was often seen purely as glamour, not as a scalable business. Convincing stakeholders—investors, policymakers, even designers—that this sector deserves serious attention took time and persistence.

"India doesn't lack talent—it lacks platforms that convert talent into scalable businesses."

What gap in the fashion industry inspired you to launch FEF?

The absence of structured funding and mentorship. Designers had creativity but lacked business acumen and access to capital. FEF was built to bridge that exact gap.



“We’re not just funding brands—we’re building entrepreneurs.”

How do you see the role of technology shaping the future of fashion startups?

Technology is no longer optional. From AI-driven design to digital marketing, it’s becoming the backbone of scalability.

“Pitch To Get Rich” blends entertainment with entrepreneurship—what impact do you expect it to have?

It democratizes access. It gives entrepreneurs visibility and connects them directly with investors.

What emerging trends excite you the most right now?

Sustainable fashion and digital-first brands. They represent the future of conscious and scalable business.

How is FEF different from traditional fashion incubators or investment platforms?

We don’t just fund—we build. FEF combines capital, mentorship, branding, and media exposure to create holistic growth for startups.

What qualities do you personally look for in a fashion startup before deciding to support it?

Clarity of vision, scalability, and the founder’s mindset. Passion is important, but discipline and adaptability are what sustain a business.

Do you believe Indian fashion entrepreneurs are ready to compete globally, or is there still a mindset shift needed?

The talent is already global. What’s needed is confidence and structured execution. Once that aligns, India can become a global fashion powerhouse.

“The future of fashion belongs to those who think like founders, not just designers.”

What are the biggest mistakes young designers make when trying to turn their creativity into a business?

Ignoring the business side—pricing, supply chain, branding. Creativity alone cannot sustain a brand.

How important is storytelling and personal branding for a fashion entrepreneur today?

It’s everything. In a crowded market, your story is what differentiates your brand.

Where do you see FEF in the next five years?

Expanding globally while strengthening our foundation in India. The goal is to create a worldwide network for fashion entrepreneurs.

As a leader, how do you balance creativity with financial discipline?

By treating creativity as an asset and discipline as its structure. Both must coexist.

One brutally honest piece of advice for young fashion entrepreneurs?

Don’t romanticize fashion—understand the business behind it. That’s where real success lies.

Mr Nigam’s journey reflects a powerful shift in the fashion landscape—where ambition meets infrastructure, and creativity is backed by capital. Through FEF, (Fashion entrepreneur fund) he is not just shaping brands but redefining how the world perceives fashion entrepreneurship.



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Artist of the Edition

DJ Sonali Katyal



Rising from a middle-class background to becoming a recognized name in the DJ circuit, Sonali Katyal's journey is a story of instinct, resilience, and rhythm. What began as an unexpected opportunity after reality television fame soon evolved into a full-fledged international career. Today, she's known for her high-energy sets, strong connection with audiences, and her unwavering belief in dreaming big and working relentlessly. Our team spoken to her about her journey & vision..Read on..

When did you feel like you had truly "made it"?

Honestly, I never imagined reaching this platform. Coming from a middle-class background, it feels surreal. My journey started unexpectedly after I got selected for Splitsvilla, which brought me recognition. From there, DJing just grew—first across India, then internationally. I still feel I'm on the journey, but yes, I feel proud of how far I've come through hard work and determination.

How did your journey into DJing begin?

After Splitsvilla, I started getting club appearance offers. During those events, I observed DJs closely—how they played and how crowds responded. That sparked my interest. I realized music was something I genuinely connected with, and I decided to turn it into a career. Understanding the crowd's taste became my biggest strength.

One performance you'll never forget?

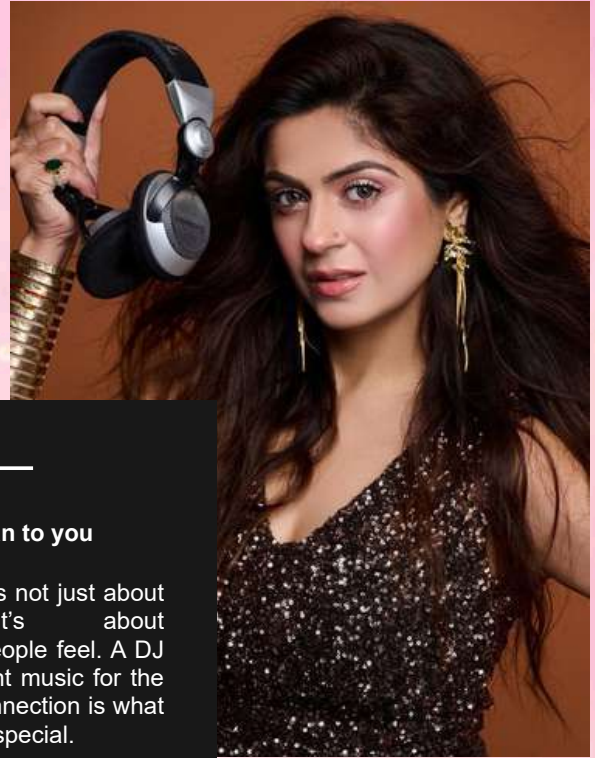
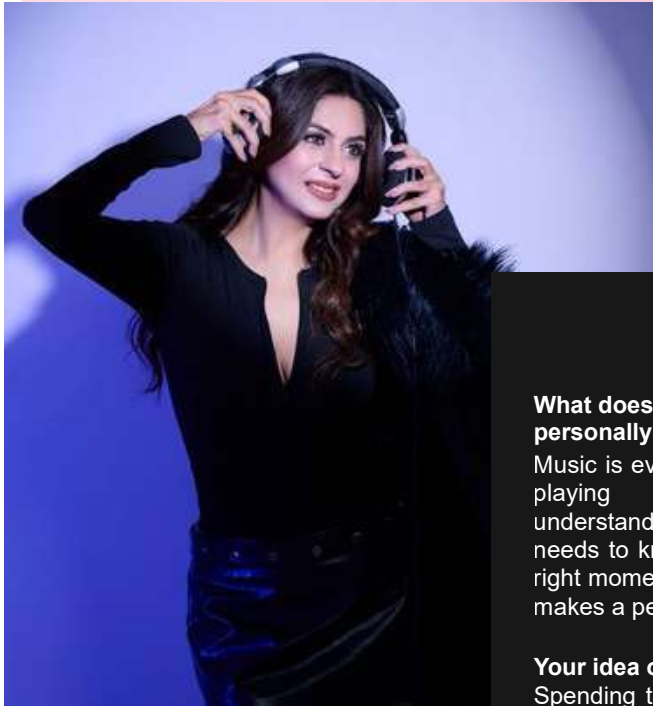
My Australia tour stands out, especially Perth. The love I received there was incredible—they even called me back within a month. The crowd, especially Indians living abroad, connected deeply with the music. Seeing people forget their worries and just enjoy the moment was truly unforgettable.

Your go-to track to get people dancing?

Punjabi music—always! No matter where you are in the world, once Punjabi beats drop, people hit the dance floor. It's energetic, universal, and instantly uplifting.

Challenges as a woman in the industry?

Yes, initially people doubted whether a female DJ would understand music or handle crowds well. There was a perception that DJing was a male-dominated field. But things are changing now. Many female DJs are proving themselves, and the industry is becoming more accepting.



What does music mean to you personally?

Music is everything. It's not just about playing tracks—it's about understanding what people feel. A DJ needs to know the right music for the right moment. That connection is what makes a performance special.

Your idea of a perfect day off?

Spending time with family, relaxing at home, maybe shopping or going out for a nice meal. I also enjoy quiet moments with soft music—just unwinding away from the hustle.

How do you handle pressure or setbacks?

I stay calm and don't stress too much. I believe everything happens at the right time. I focus on my work, stay positive, and avoid negativity. Patience and consistency are key.

Advice for young girls who want to become DJs?

Follow your heart. Learn your craft well—stay updated with music, understand trends, and build your knowledge. Don't be afraid or influenced by others. Be confident and just go for it.

What's your bigger vision ahead?

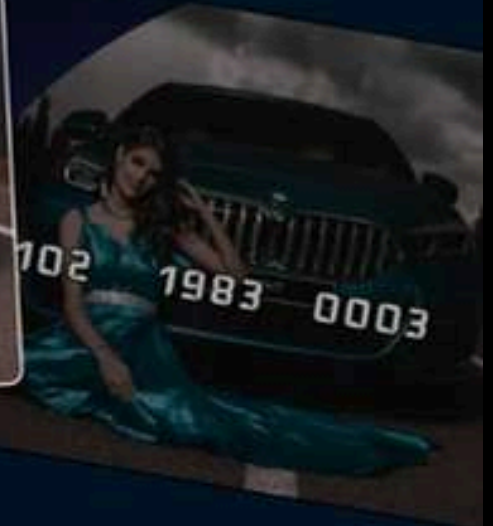
To keep dreaming and working hard. There will always be ups and downs, but belief in yourself is everything. Stay positive, stay focused, and success will follow.



“Dream big, stay true to yourself, and never stop working—everything else will fall into place.”

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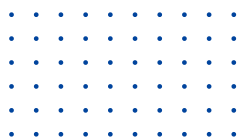
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ENTREPRENEUR OF THE MONTH

 **MR. AMIT KUMAR**



In a world where air travel has become faster but rarely simpler, Mr. Amit Kumar - Founder and CEO of Dropty & Hind Airlines, is focusing on what most of us have quietly accepted as inevitable—the burden of baggage. Our team had a fruitful discussion about his vision & mission. Read on...

After spending over two decades shaping products and systems at global technology giants like Google, Microsoft, and Meta Platforms, Kumar has turned his attention to a more grounded, everyday problem: making the journey to the airport as seamless as the flight itself.



As the Founder and CEO of Dropty & Hind Airlines, he is building a service that allows travelers to move freely—unburdened by luggage, queues, and the usual chaos that defines modern airports. It's a simple idea, but one that sits at the intersection of logistics, trust, and user experience.

Beyond Dropty, Kumar is also an active angel investor, backing early-stage ventures and engaging closely with India's evolving startup ecosystem.

In this conversation with FX Magazine, he shares insights on building from first principles, navigating scale in the real world, and rethinking what convenience truly means in today's travel experience.

Mr. Amit Kumar isn't just building a startup—he's reimagining how we experience travel. After decades at global tech giants, he turned his focus to a problem millions silently accept: the burden of luggage. [Read on...](#)

As the Founder & CEO of Dropty, Mr. Amit is on a mission to make journeys lighter, smoother, and truly enjoyable. In this conversation, he shares the story behind the idea, the lessons from big tech, and what it really takes to build something meaningful from the ground up.

Air travel is often stressful—what was the exact moment when you thought, this experience needs fixing”?

I remember standing at the baggage belt after a long flight, feeling exhausted and frustrated while waiting endlessly. Instead of enjoying arrival, I was just managing luggage. Seeing everyone around me going through the same thing made me realize this wasn't a small inconvenience but a broken experience worth fixing.

What's one small detail in the travel experience that most people ignore, but you obsess over?

I focus on the last 30 minutes after landing, when people wait for their baggage. That period creates frustration and anxiety, and improving it can completely change how people feel at the end of their journey.

How do you balance speed of growth with creating a service people can truly rely on?

We focus on building trust first and grow because of it, not at its cost. By scaling carefully and ensuring reliability at every step, we create long-term, sustainable growth.

What does a typical day look like for you right now—more chaos or more structure?

It's mostly controlled chaos. Every day is different, but I stay grounded by focusing on key priorities and constantly improving the user experience.

What's a habit or routine that keeps you grounded while building something ambitious?

I reconnect daily with the purpose behind what I'm building, stay close to user experiences, and take quiet moments to reset and maintain clarity.

Be honest—do you personally enjoy traveling light now, or do you still overpack like most of us?

I try to travel lighter now, though I still overpack sometimes. The key difference is I'm much more aware of the physical and mental burden it creates.

What's the most unusual item you've ever carried in your luggage while traveling?

A small pressure cooker, mainly for comfort during a long trip. It made me realize how often we carry unnecessary things “just in case.”

Outside of work, what's something completely unrelated to startups that you love spending time on?

I enjoy quiet moments, slow travel, and meaningful conversations, as they help me reset, gain perspective, and stay balanced beyond work.



You've worked with companies like Google and Microsoft—what did they teach you that you're consciously applying (or avoiding) at Dropty?

I learned the importance of deep user understanding and building reliable systems at scale. At Dropty, I apply those lessons while avoiding unnecessary complexity, focusing instead on simplicity, speed, and solving real user problems effectively.

What has surprised you the most while building Dropty—from idea to execution?

What surprised me is how universally accepted this problem is, yet how ignored it has been. Execution is also far more complex than it seems, involving logistics, trust, and coordination, but people strongly connect with the vision.

What's been the most rewarding moment so far something that made you feel “this is working”?

A user once shared that they walked out of the airport without waiting or carrying anything. That simple experience showed we're not just solving logistics but improving how people feel during travel.

Do you think being a founder is more about vision or endurance?

It's ultimately about endurance guided by vision. Vision helps you start, but resilience is what helps you navigate challenges and keep going.

If Dropty didn't exist, what's your personal “hack” for dealing with airport stress?

I would rely on planning ahead, packing light, and staying calm, but even then, stress doesn't fully go away—which highlights why solutions like Dropty matter.

As an angel investor, what kind of founders or ideas excite you today?

I'm drawn to founders deeply connected to real problems, with clarity, resilience, and the ability to execute quickly. I'm open to investing across domains if the mindset and intent are strong.

Tarot card Predictions for the month of May

Acharya Varsha Matta is a certified Reiki Grand Master and an experienced fire healer, tarot card reader, and angel therapist. She also specializes in angel board reading and is a Vaastu expert. With extensive experience across multiple healing and spiritual practices, she has built a strong reputation in her field. She is based in Dehradun, India, and offers her services through Divine Zone India.



Discover your sun sign by the date coming in between of your sunsign. Tarot card predictions are always personal & highly guided. *Read On...*

Aries (March 21 – April 19) — The Chariot

This month pushes you to take charge. You may feel pulled in different directions—career vs personal life—but success comes from discipline and clear focus. Travel, movement, or a big decision could arise. Avoid impulsiveness; controlled action wins. By the end of May, you'll feel like you've regained direction.



Taurus (April 20 – May 20) — The Empress

May brings comfort, growth, and emotional warmth. Relationships deepen, and you may attract abundance—financially or creatively. It's also a great time to invest in yourself (health, home, or skills). Just watch for overindulgence. Nurture what truly matters, and it will grow steadily.

Gemini (May 21 – June 20) — The Lovers

A defining choice appears—often tied to relationships, values, or direction in life. You may feel divided between head and heart. Honest communication is crucial. If single, a meaningful connection may develop; if committed, deeper alignment (or necessary truth) surfaces.

Cancer (June 21 – July 22) — The Moon

Emotions run deep, and clarity may feel just out of reach. You might sense something beneath the surface—trust that instinct, but don't jump to conclusions. Dreams, intuition, and subconscious signals are strong now. Take things slowly and avoid major decisions until things feel clearer.

Leo (July 23 – August 22)
— Strength

This is a test of inner power, not outer dominance. You may deal with challenges that require patience—especially with people. Staying calm and compassionate gives you the upper hand. Quiet confidence will earn respect more than forceful action this month.

Libra (September 23 – October 22)
— Justice

Truth and fairness take center stage. Legal matters, contracts, or important decisions may arise. This is a “what you give is what you get” period. Stay honest and balanced, and outcomes will favor you. Avoid avoiding decisions—face them directly.

Sagittarius (November 22 – December 21)
— Temperance

This month asks you to slow down and find harmony. You may be juggling different priorities—work, relationships, personal growth. Balance is key. Avoid extremes (overworking or overindulging). Healing—physical or emotional—is strongly supported.

Aquarius (January 20 – February 18)
— The Star

A refreshing, hopeful energy surrounds you. If you’ve been through uncertainty, May brings healing and renewed faith. Opportunities align when you stay authentic. This is a great time to dream bigger and reconnect with your long-term vision.

Virgo (August 23 – September 22)
— The Hermit

You’re entering a thoughtful phase. You might withdraw a bit socially to reflect, reassess goals, or solve a lingering issue. This isn’t isolation—it’s strategic clarity. By the end of May, you’ll have a clearer sense of direction and purpose.

Scorpio (October 23 – November 21)
— Death

A powerful transformation is underway. Something in your life—habit, mindset, relationship, or phase—is ending. It may feel intense, but it’s necessary for growth. The sooner you release what’s outdated, the faster new energy flows in.

Capricorn (December 22 – January 19)
— The Devil

You may feel stuck in a pattern—overwork, stress, or attachment to control. The good news: you’re more aware of it now. This is a chance to break free. Question what’s truly necessary versus what’s habit. Small changes can lead to big freedom.

Pisces (February 19 – March 20)
— The High Priestess

Our intuition is heightened. You may feel drawn inward, sensing things others miss. Keep some plans private for now—this is a time of quiet understanding rather than outward action. Trust your instincts, especially in relationships and decisions.

Dr. Deepti Saini: A Journey of Beauty, Excellence, and Empowerment

In the evolving world of beauty and wellness, Dr. Deepti Saini stands out as a symbol of dedication, confidence, and transformation. A distinguished Skin & Wellness Expert, her journey seamlessly blends scientific expertise with elegance, leadership, and grace.

A defining milestone in her career was being honoured with an Honorary Doctorate in Aesthetic Science & Wellness, recognizing her contributions to skin, aesthetics, and holistic wellness. Conferred by Georgia Digital University in the presence of legendary actress Mandakini, this achievement reflects her commitment to excellence and innovation.

Beyond her professional success, Dr. Deepti has also made her mark in beauty pageants. As Mrs. India International, she has represented confidence, poise, and empowerment on a global stage. Her journey was not just about winning a crown but about redefining beauty with purpose and inspiring women to embrace their individuality.

With over 15 years of experience, she has built a trusted reputation through results-driven, personalized care, combining advanced technologies with deep skin science knowledge. Her work extends beyond treatments to education, workshops, and wellness initiatives that empower others.

Dr. Deepti's entrepreneurial vision has led her to create platforms that celebrate beauty and confidence while mentoring aspiring professionals. Her belief in continuous learning reflects her commitment to growth and purpose. Her achievements—from an honorary doctorate to pageant recognition—symbolize her dedication to excellence and empowerment, inspiring others to grow with confidence.

Dr. Deepti Saini shares, "Honoured and deeply grateful to receive my Doctorate in Aesthetic Science & Wellness. My journey as Mrs. India International strengthens my commitment to excellence in skin, aesthetics, and wellness."

**CROWN OF
EXCELLENCE**

DR. DEEPTI SAINI



Travel Article of the Month



Sweaty & Spontaneous:

Corinne Braund's Journey Through India and Beyond

In a world where travel often feels curated and calculated, Corinne Braund—the face behind the travel page on Instagram [!\[\]\(c3d993ca47bfe2a953c700506ce31fa0_img.jpg\) **corinnebraund**](#)—embraces a different philosophy: raw, candid, and beautifully unfiltered.

Originally from England, Corinne's journey into travel didn't begin with a plan to explore the world. With a background in accounting and finance, her path seemed structured and predictable. But just two years ago, something shifted. What started as curiosity soon turned into a passion that has now taken her across 28 countries, each adding a new layer to her story.

Among all the destinations she has explored, India holds a special place in her journey—not just as a location, but as an experience she has returned to three times





What inspired your journey to India, and what drew you here specifically?

A few things drew me in. My dad has been coming to India for years, practicing meditation with his teacher in places like Ladakh and Karnataka. He always spoke about it in a way that made it feel like more than just a destination. I'd also been practicing yoga for many years, and after meeting some friends on a retreat in Europe, I was inspired to do my teacher training in the south of India. And honestly, India had always been at the top of my list, but growing up, I didn't think it would ever feel safe enough for a solo woman to travel. I'd done a little solo travel before, but more holidays in places like Thailand, not backpacking. My first trip felt achievable because I was going with a yoga school, so I had that safety net. And then... I just wanted to come back and explore on my own. So I did.

What was your very first impression when you arrived in India?

Honestly, my first impressions were really positive, but I did come prepared. I arrived at Trivandrum airport in Kerala, and it was way calmer than I expected. Everyone anticipates immediate chaos: honking, crowds, but the airport was so quiet. I'd done my research and organised a taxi, so I got straight into a car. Then I went a bit rogue. Instead of going all the way to Varkala by taxi, I got dropped at the train station and decided to take the train. A friend had recommended a café nearby for my first dosa, so I found a spot next to a local, copied his order, and we ended up chatting. Super friendly. It was such a good first few hours. The train was easy and beautiful, and before I knew it I was in a lovely, clean female hostel in Varkala. Much more systematic than I'd imagined. There's a rhythm to things here.

Which destination in India has stayed with you the most, and why?

Kerala, without question. I've probably spent around four months there across three different trips, two and a half months of that in one go. I love being in or near nature, and the food is incredible. But what really sealed it was finding a community in Alleppey. The people there are so kind, and from that point everything just got better. My experiences felt more real, the food I got to try was tastier and spicier, and locals started pointing me toward places beyond the tourist trail, which is my favourite thing. Jaipur also left a huge impression, especially because one of my closest friends is from there. We actually met in Kerala and have since travelled Rajasthan together and met up in Delhi. People like that showed me a real side of India I'm incredibly grateful for.

Can you share one unforgettable moment from your travels here?

This is genuinely hard to answer, but it's probably being involved in a Kerala movie and getting to meet Mammooty. I then got cast in another one too, which was so fun. The Mammooty film is called Patriot and it's coming out soon. That was pretty surreal and not something I ever expected to happen on a trip.



Have you experienced any cultural surprise that really stood out to you?

The willingness to help, genuinely. I come from a place where a random stranger lending a hand purely out of kindness is pretty rare, but in India it's happened countless times. And I also love how much people love to dance and sing. It's everywhere and it's so uplifting. There's a kind of peace within the energy here that I wasn't expecting. Once you experience it, it just makes sense.

How do you usually connect with the local culture when you travel?

Music has been a big one. I've built up this playlist of old and new Indian music from all over the country and I'm kind of obsessed with it, still listen to it all the time. I also gave Hindi a proper go, which led to some of the loveliest random connections: chatting in shops, over chai, just spontaneous moments. Everyone says I sound funny, but it didn't matter. It genuinely helped get my social media off the ground too, so I'm grateful for that. And staying in hostels, especially female hostels, has been huge. The owners are always so warm and full of local knowledge you wouldn't find anywhere else.

What is one thing about India that completely changed your perspective?

That India isn't chaotic, it just doesn't work in the same way as where I'm from. Once I understood that, it completely changed how I travelled and what I expected. Life doesn't have to look conventional to feel complete or peaceful.



Do you prefer capturing spontaneous moments or planning your content in advance?

I don't plan any of it. I capture what I capture and the content is usually an afterthought, unless I'm working with someone like a hotel or hostel, in which case I'll do a bit of planning. But in general, the best moments just happen and can't be staged.

How have interactions with people here shaped your journey?

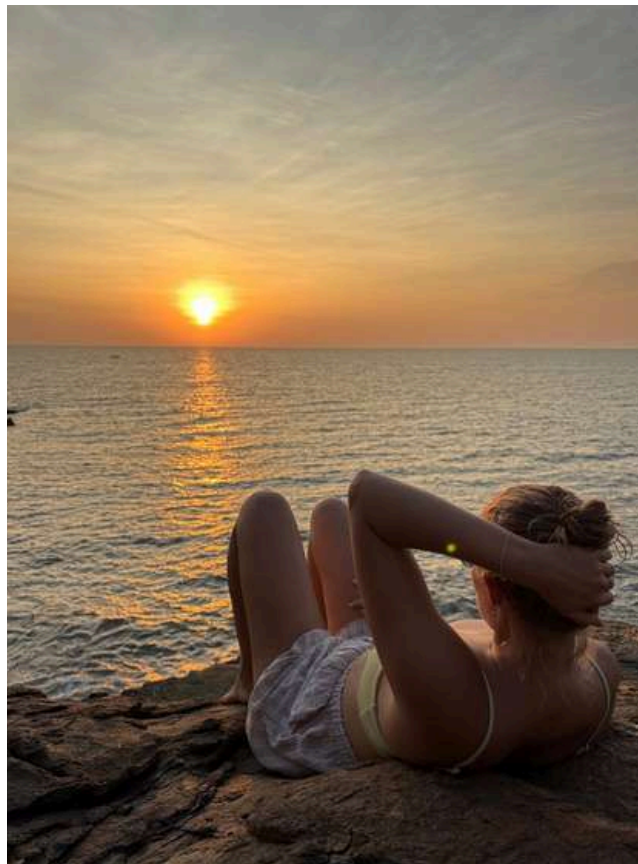
Massively. I met so many people who basically determined where I went next. I started visiting places to see people, not just the tourist spots. The tourist spots are amazing, don't get me wrong, but doing them with people I'd met made all the difference. Their warmth and curiosity added a depth to the whole experience that I couldn't have planned for.

What's one thing you always carry with you while travelling?

Face SPF. The sun in Asia is no joke and you will never catch me without it.

If your India journey were a movie, what would its title be?

Sweaty, Spontaneous and Somehow Thriving.



In what ways has travelling through India influenced you personally?

It's made me a stronger person. Long overnight trains and buses kind of force you to grow. You're dealing with tiredness, bumpy rides, delays, and after a while you realise you can just handle things. I even find a weird peace riding through busy streets on a rickshaw now. Travelling India pushed me to actually put my meditation practice to use: just be in the moment, accept the situation as it is. That's genuinely useful for navigating life there.

Did you face any challenges during your trip, and how did you handle them?

Many. A lot of it was practical: figuring out how to get from A to B in a way that felt safe, especially when local buses aren't always easy to navigate. And learning to block out unwanted attention was something I had to work on over time. It was uncomfortable at first, but I came to realise that most of the time it's just curiosity. Of course sometimes it's not, and in those cases I learned to ignore it and stay in safer areas. Each challenge taught me to be more flexible and calm, to adapt rather than resist.

Your content captures beautiful emotions — what inspires your storytelling style?

I have a real passion for photography and capturing genuine moments, not just the Instagrammable ones. I'm also just quite an unpolished person, and I want my content to reflect that. Life is messy, silly and chaotic, so that's what I try to share. I also discovered that documenting my Hindi-speaking attempts was genuinely entertaining, for me and apparently for other people too.

One Indian food you're obsessed with, and one you're still getting used to?

I'm obsessed with most Indian food honestly, but pani puri is up there. I love just waiting with my little plate for it to be filled. Kerala meals took me a while though. The big rice portions weren't really my thing at first, but it's healthier so I eat it anyway. And I have to mention Rajasthan for the food and the best chai. Jodhpur in particular stands out: I had one meal there at a local restaurant that was honestly some of the best food I've ever eaten.

A former TV anchor with Doordarshan Rajasthan, she has seamlessly transitioned into the world of fashion with a strong vision rooted in cultural pride. As the founder of Runway of Realeza, she is on a mission to revive and elevate Rajasthan's royal heritage through couture, blending storytelling, tradition, and luxury on a global stage. Our team took her small interview where she talked about her vision.. Read on..

Ms Tannu Shekhawat

You began your career as a TV anchor with DD Rajasthan—how did that experience shape your personality and professional outlook?

My journey with Doordarshan Rajasthan was deeply transformative. It connected me with Rajasthan's culture, traditions, and people. The experience instilled discipline, confidence, and cultural sensitivity. It made me more expressive and observant, while teaching me that storytelling—whether in media or fashion—has the power to preserve identity and inspire pride.

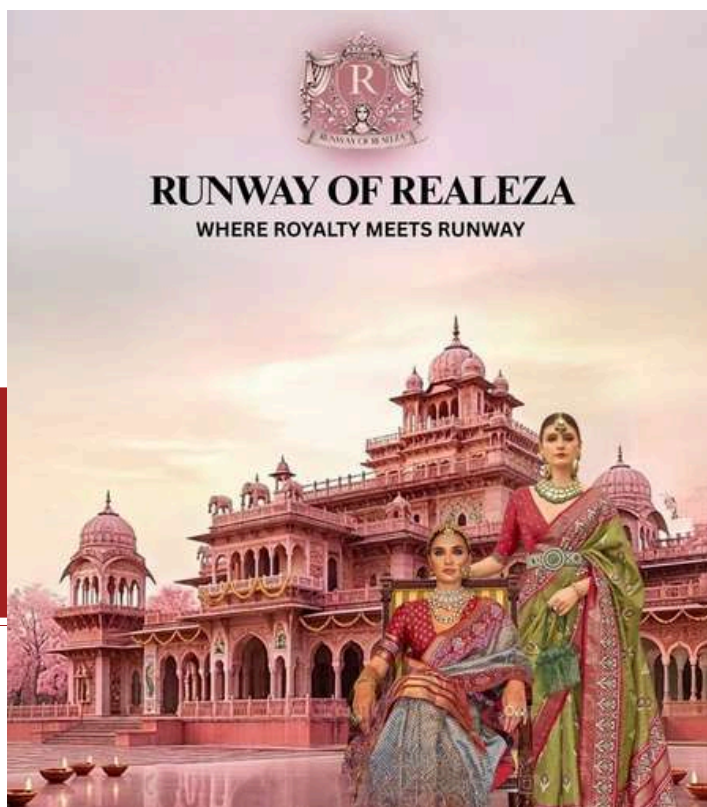
What inspired you to transition from a media background into the fashion industry?

While working in media, I noticed that Rajasthan's heritage was admired but not fully represented in mainstream fashion. The royal aesthetics, handloom work, and craftsmanship were underrepresented. This inspired me to create a platform that bridges fashion with heritage, leading to the birth of Runway of Realeza.



Can you share some of the biggest challenges you faced while making this shift from anchoring to entrepreneurship?

Moving from a structured career into entrepreneurship was challenging. It required leadership, planning, and risk-taking. Another challenge was promoting heritage fashion in a trend-driven industry. However, these experiences reinforced my belief that authenticity eventually finds its audience.



What is the story behind the name Runway of Realeza? What does "Realeza" represent to you?

"Realeza" means royalty. It represents regal grace, cultural richness, and timeless elegance. The name reflects Rajasthan's royal heritage and the vision of bringing that grandeur back to the runway in a modern yet authentic way.

How would you describe the core concept and uniqueness of your upcoming fashion couture show?

Runway of Realeza presents Rajasthani heritage as couture. Its uniqueness lies in blending traditional craftsmanship with high-fashion presentation. Each collection tells a story through fabric, embroidery, and styling—making it more than a show, but a tribute to heritage.

What kind of designers, themes, or styles can the audience expect to see at Runway of Realeza?

Audiences will see collections inspired by Maharaja and Maharani fashion, featuring traditional silhouettes, handloom textiles, heritage embroidery, and royal jewellery. Designers will focus on storytelling while preserving authenticity, with themes celebrating royal courts and artisanal elegance.

How do you plan to position Runway of Realeza within Jaipur's already vibrant fashion scene?

Jaipur is rich in creativity, and Runway of Realeza aims to carve its niche as a platform for heritage couture. Instead of competing, it complements the scene by highlighting Rajasthan's royal identity and craftsmanship, positioning itself as a luxury heritage fashion event.

What is your long-term vision for this platform—do you see it expanding beyond Jaipur?

Yes, the vision extends beyond Jaipur. The goal is to establish Runway of Realeza as a recognized platform across India and internationally, giving artisans and heritage designers global visibility while promoting Indian royal fashion worldwide.

As a founder, what values or message do you want your brand to communicate to aspiring designers and artists?

The message is: your roots are your strength. Innovation doesn't mean leaving tradition behind—it means presenting it in new ways. The brand stands for authenticity, craftsmanship, empowerment, and cultural pride.

Looking ahead, what are your future plans—both for Runway of Realeza and your personal journey in the fashion industry?

The goal is to make Runway of Realeza a landmark event that supports emerging designers and artisans. Personally, I aim to continue promoting culture through fashion, creating platforms that celebrate identity, heritage, and empowerment on a larger scale.





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ARCHANA

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Shoots -Print/digital



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Shoots -Print/Ramp walk



NEELAM

 **neelamtikyani**

Shoots type -Print/Ramp



SHEENA SINGH

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shoots type -
Print, Digital, electronic



DEBASMITA CHAUDHARY

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Shoots type -
Ramp, print, digital



RASHTRY

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Shoots type -
Print, ramp, digital



Designer of The Edition

Ms. Siddhi

Ms. Siddhi, the visionary founder behind Bodhitree, a renowned multi-designer store in Jaipur's Malviya Nagar, has carved a distinct space in the world of contemporary Indian fashion. With a keen eye for craftsmanship and a passion for blending tradition with modern aesthetics, she has built Bodhitree into a dynamic platform that celebrates both established and emerging design talent. In this exclusive interaction, she shares insights into her journey, creative philosophy, and the evolving landscape of fashion entrepreneurship.our team have spoken to her regarding her journey till date.

Read on...



BODHITREE

Malviya Nagar, Jaipur

Your journey into fashion entrepreneurship is inspiring—what led you to start Bodhitree, and how did the idea take shape?

Bodhitree was founded around 14 years ago, in 2010, at a time when the fashion landscape—especially in Indian traditional wear—was quite polarized. On one end, there were designers creating highly expensive, luxury pieces, and on the other, there was very little available in the mid-range that offered both quality craftsmanship and accessible pricing. That gap is what led to the idea.

We saw an opportunity to bring authentic Indian craftsmanship to a wider audience, without compromising on design or technique. From the beginning, our focus was on creating designs that were not only aesthetically strong but also rooted in traditional artistry.

We worked extensively with embroidery techniques like danka work, marodi work, lappa cutting, and gota work. But simply using traditional techniques wasn't enough—we wanted to reinterpret them. So we started blending these crafts with modern design sensibilities, experimenting with concepts like 3D gota work and contemporary silhouettes.

The goal was clear: to modernize traditional Indian wear in a way that appeals to diverse tastes, while still keeping the essence of craftsmanship alive. That balance between tradition and innovation is what shaped Bodhitree into what it is today.



How would you describe the design philosophy of Bodhitree, and what makes it stand out in Jaipur's competitive fashion space?

At Bodhitree, our design philosophy is centered around elevating Indian craftsmanship through a refined, contemporary lens. We don't believe in following trends—we focus on creating pieces that are timeless, detail-driven, and rooted in authenticity.

Our core strength lies in how we treat traditional techniques—not as something to simply preserve, but as something to evolve. Every embroidery, every surface detail is carefully reimaged to feel relevant to the modern woman while still carrying the richness of Indian heritage.

What truly differentiates Bodhitree in Jaipur's competitive fashion space is our vision beyond just being a label. With our expansion into a multi-designer platform, we are building a curated ecosystem that brings together emerging talent from across India—especially women designers—and gives them a space to grow, showcase, and be recognized.

What does “fashion” mean to you personally, and how do you translate that vision into your collections?

For me, fashion is not about following trends—it’s about creating relevance. Trends are temporary, but personal style is what stays.

I see fashion as a balance between identity and evolution. It should reflect who you are, but also allow you to grow, experiment, and step into different versions of yourself.

At Bodhitree, this belief translates into how we approach design. We don’t design to fit into seasons—we design to create pieces that feel timeless yet current.

Can you walk us through your creative process—from concept to the final piece on display in your store?

Our creative process at Bodhitree is both intuitive and detail-driven. It begins with a feeling or a clear intent—sometimes inspired by a craft, sometimes by a mood, or even a gap we notice in what customers are looking for.

We focus heavily on surface development before silhouette, building the identity of a garment through texture and detailing first, before finalizing the form.

Bodhitree caters to modern yet traditional aesthetics—how do you strike the balance between contemporary trends and timeless Indian craftsmanship?

We treat craftsmanship as the foundation, not the final product. The craft stays authentic, but the expression becomes contemporary through silhouettes, color palettes, and styling.



What have been some of the biggest challenges you’ve faced while building Bodhitree?

Positioning the brand in a divided market and translating traditional crafts into modern, wearable designs were key challenges. These were overcome through experimentation, clarity, and strong core values.

How do you ensure a unique and memorable experience for your customers?

Bodhitree is designed as an experience, not just a retail space—focused on discovery, curated collections, and personalized interaction.

Tell us about your collaboration with FX Jewelry.

The collaboration came from aligned aesthetics, enhancing the overall styling experience by offering complete, cohesive looks under one roof.

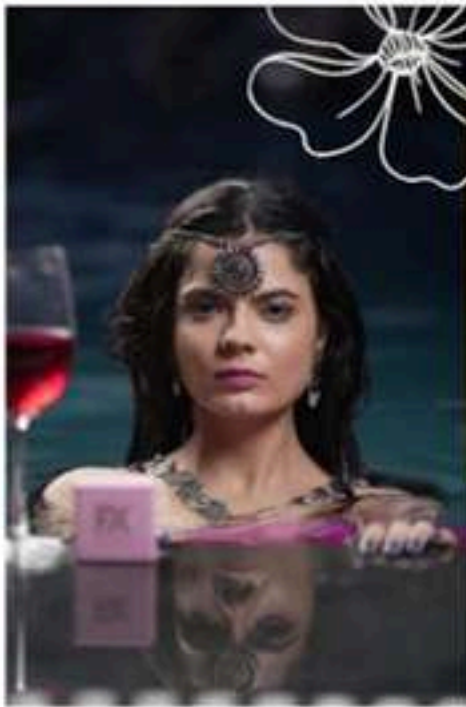
What exciting projects or expansions can we expect?

Expansion of designer base, more cohesive collections combining clothing and jewelry, and enhanced in-store experiences.

What advice would you give to young designers or women entrepreneurs?

Define your identity clearly, build strong systems, collaborate, and confidently own your space without waiting for validation





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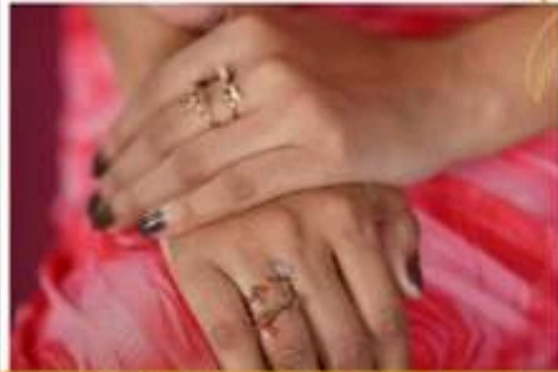
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**TEAM MEMBER
OF THE EDITION**

RASHMITA ADHIKARI

Rashmita Adhikari steps into the FX Calendar 2 Tour bringing both charm and leadership to the team.

A former winner of Miss Personality at FassionX Season 2, her journey with us reflects consistency and growth.

She now takes on a dual role as a model and team coordinator, blending creativity with responsibility.

Known for her positive energy and disciplined mindset, she adds both structure and spirit to the team.

Her evolution from contestant to management highlights her dedication and passion for the platform. She spoken her heart out in this short interview..Read on...





You've just stepped into Team Fx and the shoots haven't even started yet—are you feeling more “cool, I got this” or “wait, this is actually happening”?

A Definitely the former. I've got this! Of course, the nervousness is there, but I feel like it's going to be alright. I plan to bring my energy and vibe to the set, so I think it'll all fall into place.



Winning Ms. Personality at FassionX 2—does that mean you're the official mood-lifter on set already, or are you planning to surprise everyone with a whole new vibe?

A I think that's for the team to decide.

What I bring is the passion I work with, and I believe it's important to have fun, especially when you're doing something you love.



If your journey so far had a behind-the-scenes bloopers reel, what's one funny moment that perfectly sums up your personality?

I don't think there's just one moment that can sum up my personality, or maybe it's just hard for me to pick one. But I'm sure it would be a series of moments where we're all holding our stomachs and laughing non-stop.

You're at the starting line of something big—what's one thought or belief you're holding onto that's keeping you inspired right now?

I think it always comes down to what I truly want to do. I'm very clear about a few things in life, and this is one of them. So I focus on being disciplined rather than relying only on motivation or inspiration.

Before the madness of travel and shoots begins, what's going on in your mind right now—calm confidence or full-on excitement overload?

A I'm confident, but that doesn't mean I'm not excited. I'm really excited to get started with the shoot, travel, learn new things, and just enjoy the whole experience.





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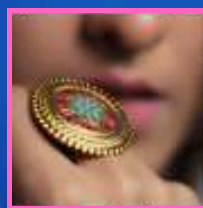


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