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THE ELLE  
FICTION  
AWARDS  
are back  
THIS YEAR'S  
UPDATE:  
a publishing  
deal

FEBRUARY 2011  
₹ 75

THEY HAVE  
OUR VOTE!

REESE  
WITHERSPOON  
Anne  
Hathaway

THE  
BEAUTY  
WISHLIST  
2011

THE TRENDS  
TO FOLLOW,  
THE PRODUCTS  
TO OWN  
Burgundy  
eyeshadow  
LIPMARKERS  
GLITTER  
NAILS

*e-street:*  
MEET THE WOMEN  
WHO UNCOVER  
MUMBAI'S SECRET  
ADDRESSES

STYLISH  
SHACKS  
*Roughing it  
out in luxury*

CLASSICS  
REINVENTED

White shirts  
*tailored trousers*

VINTAGE  
EYEWEAR

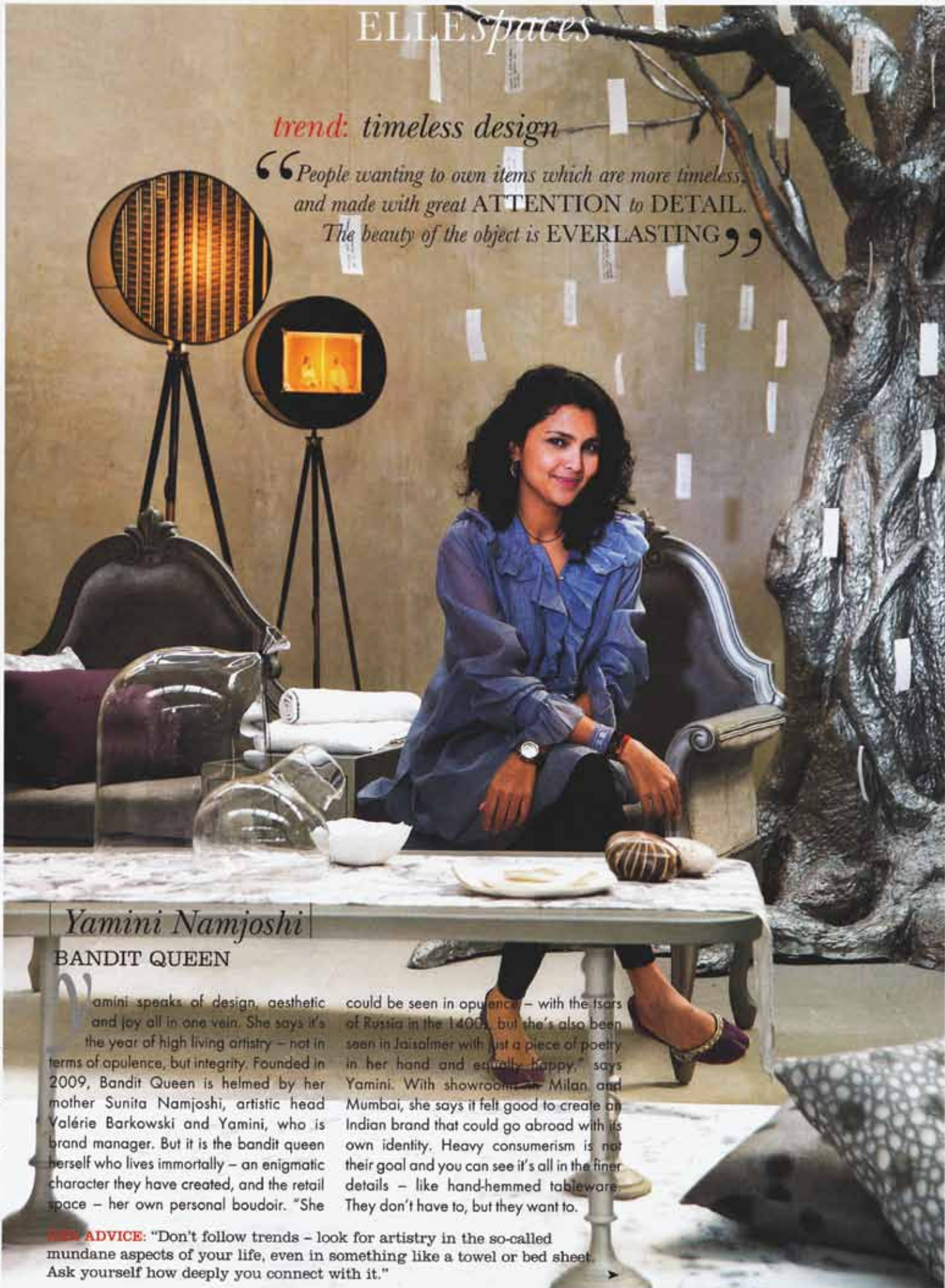
TRUE  
BLUE

The DNA of DENIM

HOW JANE FONDA  
STILL HAS BUNS OF STEEL

*trend: timeless design*

“People wanting to own items which are more timeless and made with great ATTENTION to DETAIL. The beauty of the object is EVERLASTING”



*Yamini Namjoshi*

**BANDIT QUEEN**

Yamini speaks of design, aesthetic and joy all in one vein. She says it's the year of high living artistry – not in terms of opulence, but integrity. Founded in 2009, Bandit Queen is helmed by her mother Sunita Namjoshi, artistic head Valérie Barkowski and Yamini, who is brand manager. But it is the bandit queen herself who lives immortally – an enigmatic character they have created, and the retail space – her own personal boudoir. “She

could be seen in opulence – with the tsars of Russia in the 1400s, but she's also been seen in Jaisalmer with just a piece of poetry in her hand and equally happy,” says Yamini. With showrooms in Milan and Mumbai, she says it felt good to create an Indian brand that could go abroad with its own identity. Heavy consumerism is not their goal and you can see it's all in the finer details – like hand-hemmed tableware. They don't have to, but they want to.

**HER ADVICE:** “Don't follow trends – look for artistry in the so-called mundane aspects of your life, even in something like a towel or bed sheet. Ask yourself how deeply you connect with it.”

Photographer Himanshu Sethi, Make-up and Hairstylist Shivani Sethi