

Biography of ethnic fashion designer - ritu kumar

[Literature](#), [Russian Literature](#)



Topic: Biography of Ethnic Fashion Designer: Ritu Kumar Ritu Kumar is an internationally recognized fashion designer of India. Besides projecting latest fashion designing on the world forum, ethnic fashion designing remains her speciality. She is pioneer in introducing boutique culture in India. She accommodated the rapid changes in fashion designing in her work in India. Her revolutionary ideas in fashion designing earned her the status of a “ revivalist” in fashion work.

The great fashion legend was born in Amritsar (India) in 1944. She got her early education from Amritsar. She completed her graduation from Delhi Irwin collage in 1964. She had the nature of keen observation in understanding the life. This quality further helped her to take keen interest in artistic work. She accomplished her higher education from USA in 1966.

(Indobase: Fashion 2011)

She started her career with hand block printers and two tables in a small village of Calcutta, to display her art. She enhanced her network with the passage of time in order to keep pace with the latest trends of fashion designing. She has also hit the European market by launching new fashion variety of indo-western range. This new trend attracted many foreign buyers. Her worth deserving achievements include wardrobe for Miss India for further participation in miss world and miss universe contests. (Reema 2008)

Ritu’s work in the fields of garment and related accessories in silk, cotton and leather made her an eminent designer in India. The well-reputed designer launched Zardozi collection in Delhi in 1985. Zardozi was introduced for the first time in India but response was exceptional. Now Zardozi

technique is being widely used in India. She also proved that hand made products are more profitable than machine products. (Reema 2008)

Evening gowns are one of the highly praised creations of Ritu kumar in European market. The designer was awarded with the lifetime achievement award by national institute of fashion technology in 1998. A lady naming famina participated in Miss India contest 2002 and won the best national costume award designed by the Ritu Kumar. Kingfisher group of industries awarded her with another lifetime achievement award. She has also received the outstanding women entrepreneur award. Her brand “ Ritu” is internationally honoured brand. (Reema 2008)

Besides getting mastery in fashion designing, she proved her talent by offering luxuries to fashion lovers. “ Tree of life” is the popular fragrance launched by the brand. The brand launched “ LABEL” in 2002 caters for modern independent women needs. This brand also multiplied her fame globally. Before launching “ LABEL” she focused on quality, affordability and beauty for making it attractive for middle class people. Her area of activity in fashion designing brought new trends and styles in Boutique culture, Kashida, Karabagh, Sangmarmar, Dhoop chhaon, Gulmohar and bridal designing. (Indobase: Fashion 2011)

Apart from being a designer, Ritu has shown her skills in writing also. She is the author of the book by the name “ Customs and textiles of royal India” in 1999. Presently she owns about twelve fashion-designing outlets in different cities of India. These outlets offer variety of products from conventional to modern day. (Indobase: Fashion 2011)

Ritu Kumar is the right choice for young designers to follow. Her amazing

work makes other designers eager of learning the fashion designing. India got international representation in fashion designing by capitalizing Ritu's work.

Works Cited

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