

Three women showcase their concept of power dress

Olina Banerji and Gul Garg August 9, 2012

Black and white are the two purest forms of power. Colours of a chess board, they culminate in the ultimate power play. Both symbolise grace and agility, the two fold process of rising to the top in style.

While black signifies a gritty determination, white is the counterbalance, the signifier of intellect and deep knowledge. Three women, from three different walks of life, bring these colours together to showcase their concept of power dressing.

A combination of dark and light silhouettes, straight lines and sharp, edgy cuts make up this month's style quotient. From straight fit jackets and 20s inspired high-waisted pants to the quintessential sari, the definition of power dressing is moulded to suit each personality.

What brings the ensemble to life is a splash of colour with each portrait, signifying a fun side to the hardnosed, no-nonsense attitude of these accomplished career women.

Jayanti Chauhan, 27, Director, Bisleri Group

"I believe more daughters should take over family businesses," says Jayanti Chauhan, scion of the Bisleri Group. Her first stint with the group in 2009 was short lived as she left soon after joining to pursue a degree in London.

"Travelling was the best education I could get," she says. But the prodigal daughter returned just in time to take over the reins from father Ramesh Chauhan, and to dispel any rumours about a buy-out.

Her attention is now focused on re-launching Bisleri's premium packaged water brand Vedika, with plans to take it international soon. She finds the changed power dynamic in the Indian workplace an interesting new trend.

"Men get nervous around confident women. They're not very sure how to read them," she says. Black is a recurrent favourite in her wardrobe, as are cuts that flatter her figure. About power dressing she says the key is, "to always remember that style is not about trends. It's about being happy when you look in the mirror.

Source: <http://indiatoday.intoday.in/story/women-power-dress-jayanti-chauhan-chanya-kaur-karuna-nundy/1/212553.html>
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