

Interview with Deepak Perwani

by Irim Ahmed

Deepak Perwani, the first designer to make a mark in for male fashion in the Pakistani fashion industry has got it all today. Winner of the Lux and Indus Style Awards, he is diversifying now into bridal wear due to demand. Read below to find out about his fashion icons and more.

Who is Deepak Perwani? How would you describe your style?

I am individual, stylish, mad and a lot of fun to be with.

What has been the greatest challenge so far in your career?

To make fat women look thin.

What is your idea of elegance?

Audrey Hepburn & Princess Diana

What makes a fashion statement?

Style, creativity and a zest for new ideology.

Do you feel that Pakistan enjoys a very favorable image in the world of fashion?

I think Pakistan enjoys a very favorable image, in the world of eastern fashion.

What is the thought process when designing and creating your pieces? How do you develop it?

Ideas can be taken from anywhere, a color, a book, a smile, and than it depends on how I filter it.

How do you hope others perceive your line?

Edgy and Very cool.

What is the biggest myth & reality about the fashion industry?



That we always have a good time but the reality is we work very hard.

Should people notice the beauty of the women or of the clothes she's wearing?

Both- it is a symbiotic relationship.

Are channels like style duniya and fashion TV Pakistan. Helping boost the fashion industry & creating awareness within the society?

Yes they are. Any channel is awareness.

What are the best & worst aspects of being a fashion designer?

That no one is ever happy with you. You constantly have to live up to the expectations of your clients, whether they understand fashion or not.

Which models are your personal favorites?

Amna Haq, Neha & Iraj

Why have you been doing more fashion shows internationally rather than in Pakistan ?

I have already done enough of them in Pakistan and now I want to take my label abroad.

Of the six design elements Line, Shape, Form, Texture, Pattern & Color. Which is the strongest?

Pattern.

Any trends you dislike about the fashion industry in the east or west?

None.

Which are the challenges facing a

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designer when targeting foreign markets?

He/She has to understand the word fashion and not east / west.

Is there any formula to succeed & survive in the fashion industry?

Yes. Make what the client wants.

In the west cloths are designed on seasonal changes. Why not in Pakistan?

Well, we do prêt, so the design changes accordingly.

Why did the fashion council divide into two- Karachi & Lahore? Don't you think it would've been better if they would've worked together as one?

The council got divided because of designer's egos. It definitely would have been better if we worked together.

Who do you consider are some of the great designers in the industry?

Faiza Samee & Rizwan Bayg.

Why are the designers these days more focused on quantity rather than quality?

I guess on quantity due to survival and money.

How was the acting experience for you? Plans for further acting?

It was great, I had fun and people appreciated my acting. For future... well. If I have the time and if interesting projects come along, I will act.

After so many years of being in the fashion industry, why did you decide to create bridal dresses now?

The demand! I was never a mainstream bridal designer. I am all about prêt. But over the years my clients have forced me to do their bridal wear so I said why not.

You've received many prestigious

awards (Lux, Indus). What else does Deepak Perwani want?

Deepak Perwani doesn't want awards; he wants appreciation - that's all.

Whom would you class as a fashion icon?

Sahibzada Yaqoob Khan & Madonna

Any message for amateur designers who want to break in?

Work hard and you will make it, at the end it's all about your design philosophy.
