

« STORE REVIEW: AVIRATÉ & NAILSPA EXPERIENCE

# A fashion let down

>> The décor at Aviraté is unimpressive and doesn't resemble a high-end store at all



Madhuriya Saikia | HRM

**WHERE** Aviraté, Phoenix Market City, Kurla **CONTACT** 61801558/ 54

Sri Lankan high street fashion brand **Aviraté** opened its second store in the city. **Priyanka Singh** scoured through to find 'high street fashion,' but was disappointed

Aviraté is a Sri Lankan brand with a Sanskrit name that means sensuality and we visited their recently inaugurated, second store in Mumbai, located at Phoenix Market City, Kurla. They call themselves a high-street sensuality brand and this three-word description heightened my expectations of their collection and store. As we entered, we expected the décor to match the brand's ideology, but that wasn't the case. The décor was unimpressive and run-off-the-mill.

Once I overcame my initial disappointment, I started breezing through their collection. They refresh their range every month and I was told by the store manager that their specialties are



>> We wouldn't pick up any of their bags, starting from ₹2,650

>> Belts at Aviraté are run-off-the-mill and start at ₹1,050



knee-length dresses (₹1,850 to ₹5,500) and maxi dresses (₹3,100 to ₹9,900), so I assumed that they would stand out. They didn't.

From the entire range, I liked just one black dress with an off-white and light pink block design, which was priced at ₹3,900. It was chic, sophisticated and represented what the brand promises. They have two or three nice maxi dresses — I found a white one with bird motifs quite appealing, but was put off by its staggering price of ₹5,100. They also have a varied range of scarves, starting from ₹600.

The present collection's theme is Island Spirit, so I expected designs channeling nature and islands, but couldn't find many pieces reflecting the same. Their shoe collection is average, but I liked a

pair of blue pumps for ₹3,000. They say their transparent clutches are a hit, but they seem overpriced. An orange one we liked cost ₹5,650. Their lingerie was the only section that left us impressed, with its lacy range, starting from ₹420 to ₹1,750. Tops start from ₹1,300 to ₹3,950 and handbags are priced from ₹2,650 to ₹3,000. The yawn-inducing accessories ranged from ₹350 to ₹1,650.

Clearly, Aviraté needs to either lower their prices or up the designs, because there are many other brands in the same mall

>> Their shoe collection fares better with these blue pumps for ₹3,000



## DO THEY NAIL IT?

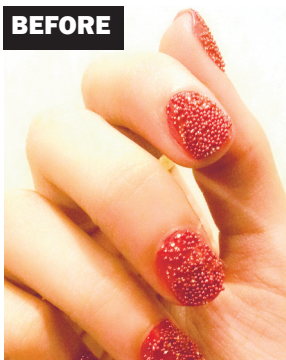
Textured nails are in style and **NailSpa Experience** promises a diva-like experience at their salon. **Rhea Dhanbhora** finds out if their promise of a manicure fit for a star matched expectations

Ever since Blake Lively sported a velvet manicure at her wedding, fashionistas have been scrambling to keep up. So, I was looking forward to trying them at NailSpa Experience.

I made my way to the salon expecting nothing short of a luxurious experience. But, if you want luxury, NailSpa Experience is not the right place to be. The people at the counter are sweet, but the people changing your nail polish are nowhere near what a celebrity would tolerate, which diminishes the experience. Sloppy polish application and excessive talking and debating while I was getting my nails done didn't make me feel pampered.

The process was quick and simple, with microbeads piled up on my nails for the caviar manicure and crushed velvet applied for the velvet look. The caviar manicure looked nice when it was done, but it could have been applied neater. The velvet manicure on the other hand, was a big disappointment. It didn't look anything like it did in the pictures and although it was soft to touch, it just looked like smudged red nail polish! It would make me stand out in a crowd,

**BEFORE**



**AFTER**



but for all the wrong reasons.

The velvet rubbed off almost completely by the time I travelled from Bandra to Andheri, so if I did want to get it done for a night out, it wouldn't even last halfway. Also, you can't wet your hands after you get it done, which was something I couldn't bring myself to do! In a nutshell, avoid the velvet manicure unless you want to see money go down the drain — literally.

>> As you can see from the pictures, the caviar manicure looked pretty initially (left), although a bit sloppy. The next morning however (right), the colour faded and most of the beads fell off

On the other hand, the caviar manicure looked pretty and lasted all night. The red fades the next day, but it's a good option for a night out. At ₹600 for the pair, it wasn't worth the experience and I wouldn't go back for more.

**WHERE** NailSpa Experience, Linking Road, Bandra (W) **CONTACT** 65324444

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**WHERE** www.whysoserious.com  
**PRICE** ₹2,099