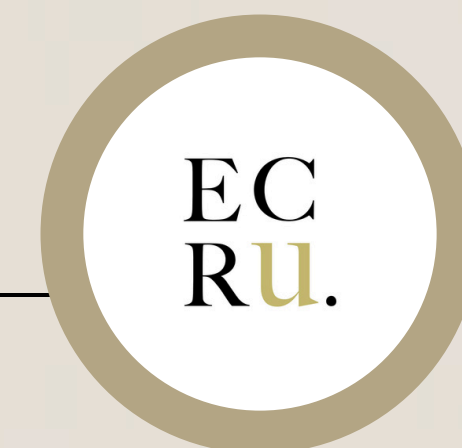


QUA



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FASHION AND LIFESTYLE



2023

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Modern Modisch: Qua's latest edit plays with sharp cuts and even ruffles

Titled Theory, the edit features silhouettes that resonate with modern sensibilities

Muskan Khullar | Published : | 03rd August 2023 02:09 PM

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N Lothungbeni Humtsoe

Hans News Service | 1 Aug 2023 1:42 PM IST

HIGHLIGHTS

Today, as the world celebrates the beauty of self-expression, denim skirts remain at the forefront, empowering fashion enthusiasts to embrace their unique identities

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DENIM SKIRT

From Minis' To Midis': Here's How Denim Skirts Cater To Every Taste And Preference

Rooted in the rebellious counterculture of the 1960s, denim skirts have journeyed through the ages, leaving an indelible mark on the realm of fashion.

Last Updated: Jul 31, 2023, 07:40 PM IST | Source: IANS

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COVER STORY

What's the trend with denim skirts?

(Photo: Pexels)



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WOMAN, JULY 26, 2023 | BYPRIYANKA

one edit

MODERN MODISCH

With the latest edit, Qua plays with sharp cuts and even ruffles to create silhouettes that resonate with modern sensibilities

POWER DRESSING is a skill you develop as you start with simple like crisp white shirts, cigarette fit pants and statement blouses and gradually move to more business-casual ensembles. Back in 2015, Divya Agarwal and Rupesh Agarwal, co-founders of Qua, a ready-to-wear brand figured that when it comes to work-wear, the options are limited for urban Indian women. As per their understanding, what was available in the market seemed like replicas of something picked from German catalogue. With the brand and more specifically their latest edit, Theory, Divya and Rupesh want to give modern-day women silhouettes that are versatile enough to wear to work but can also work for cocktails at brunch. They also focus on resort wear with this edition – a brand decision that aims at making Qua Woman's travel effortless. We speak to Rupesh about the new collection, the design process and lots more.

Tell us about your latest design journey?

Our primary focus has always been on constructing exceptionally smart pieces that help women perform better. During the pandemic, the brand underwent a massive change in terms of the designs and the focus quickly shifted to business casuals that are smart enough for formal situations and stylish enough to make you look fabulous at social events.

What's the most challenging part of your work?

From altering dresses to fabric innovations, this nation seamlessly embodies a unique lifestyle of the city, on the go woman. But unique styles that give endless possibilities for brand expression.

Tell us about the fabric choices that you are playing with.

We have a wide range of fabric that give us the liberty of the city, on the go woman. But unique styles that give endless possibilities for brand expression.

You are also bringing in resort wear, what inspired that?

In response to the evolving needs and requirements of the user, we understood that travel has become an essential aspect of women's lives. So, it makes sense for us to extend our design into resort wear. We also have a lot of denim, and created styles that are super versatile and comfortable. In fact, we have created a lot of resort wear.

Give us a little insight into your next collection?

We have a lot planned. We're really working on our pre-fall collection where we're playing with new materials, textures. You're going to see beautiful shapes and colors. We're also looking at resort wear with practical functionality as a theme.

For versatile ready-to-wear clothing that takes you from desk to dinner

QUA

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THREADS OF INNOVATION: EXPLORING CUTTING – EDGE INDIAN FASHION BRANDS

the channel 46

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11 Power Dressing Outfits For Working Women

By Team TC46 February 28, 2023 0

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Threads of Innovation: 10 Cutting Edge Indian Fashion Brands You Need To Try Today!

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No 60

10 AUG 2023 | ISSUE 60



LIFESTYLE / COVER STORY

How Qua is changing the wardrobe of the Indian working woman

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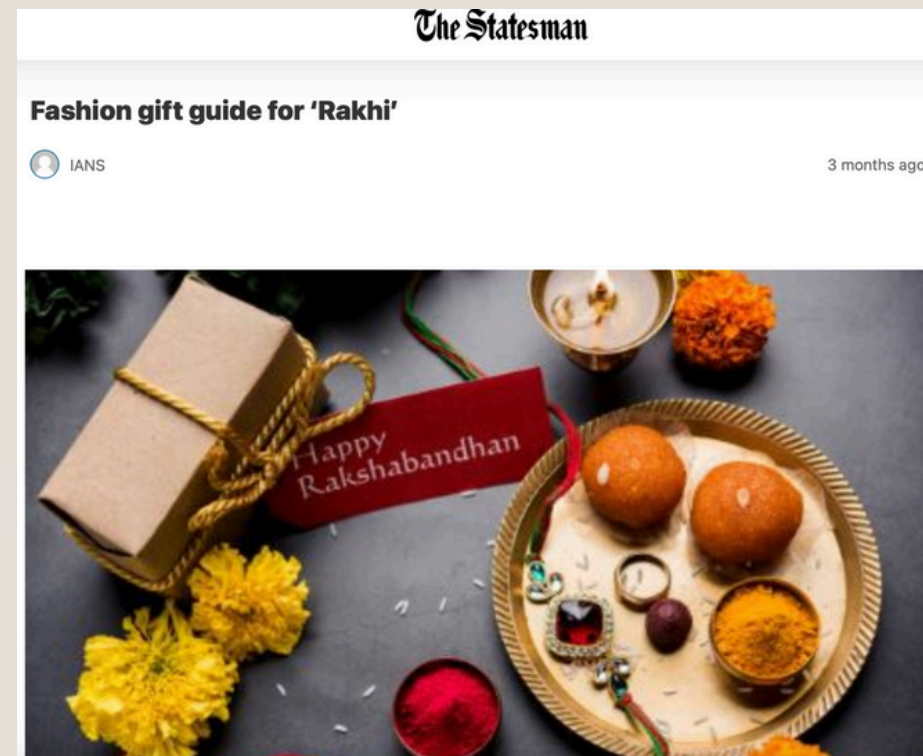
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Qua now has fans in Konkona Sen Sharma, Amrita Puri and Sania Mirza: Yes, that smart dark blazer she wore at Wimbledon was a Qua staple. *In the last year or so they have been seeing an 80% growth month-on-month.*



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QUA

QUA presents 'modern classics,' embodying empowerment and timeless elegance for women. QUA has crafted a collection that speaks of its brand philosophy and lies a deeply feminist and empowering perspective which is perfect for gifting. You'll encounter a range of captivating designs and thoughtful details that personify the contemporary woman's spirit.




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QUA
TAILORING POWER

rupanshiag and divya_agarwal

rupanshiag What do we want? We want women to feel ready to KICK ASS.

@qua.clothing featured in the lifestyle & culture magazine, Periscope, by Cred.

@cred_club 16 w

kaushalaarushi 16 w 2 likes Reply


navy.notblue OMG!! 16 w 2 likes Reply

damini_styles Absolutely love @qua.clothing, thank you'll for creating this stylish power dressing silhouettes for women. 16 w 2 likes Reply

146 likes 10 August

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ELLE



FASHION

QUA presents *Theory*, a range of contemporary workwear designs for the modern woman

elleindia

elleindia #ELLEFashionHighlights: From BTS sensation J-Hope (@uarmyhope) starring in a new @louisvuitton campaign to ace couturier @manishmalhotra05 venturing into the jewellery arena, here are the important fashion updates from the week gone by.

#FashionIndustryUpdates #JHope #LouisVuitton #GucciVisions #ManishMalhotra #VoyceJewellery #NykaaFashion #GajraGang #MilePhakphum #KateSpadeNewYork #JHopeBTS #BTSArmForever #JHopeFan

Edited · 24 w

selahwu Mile~ 24 w 6 likes Reply

safeena.sa Mile 24 w 8 likes Reply

missgreenyrose Mile 17 June

Liked by mrinalinimali and 1,471 others

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1

NAKHREWAALI by GURSAKHI LUGANI

Start with what you are good at... not with what you love... that's what's going to give you that initial cushion to have financial stability, which is extremely important especially if you are a woman. If what you're good at aligns with what you love, that's cherry on the cake.



2

CHILLOSOPHY by PRITHI MONGA and SILKY AHLUWALIA

Just believe in the vision you have and have no regrets. All you need to do is go with the flow. At the age of 40 that's when we both started, we were mothers and housewives. But the idea to launch a brand was to do something for our daughters.



3

QUA by DIVYA AGARWAL

The one thing I want to tell people starting their own brand is to be confident and believe in yourself. There will be tough days and difficult roads to traverse. Get a co-founder on board since it is hard to do things on your own. You need all the support you can get.



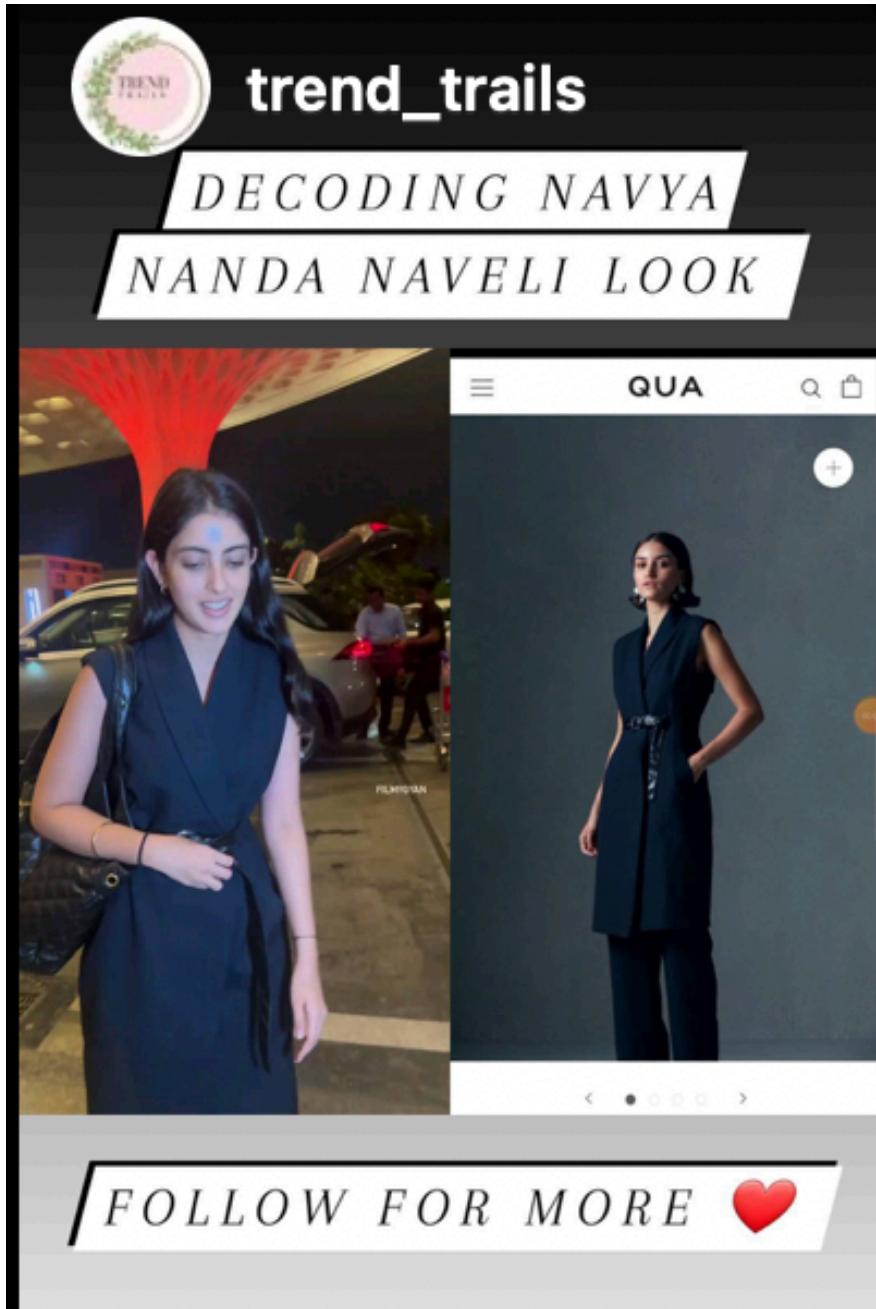
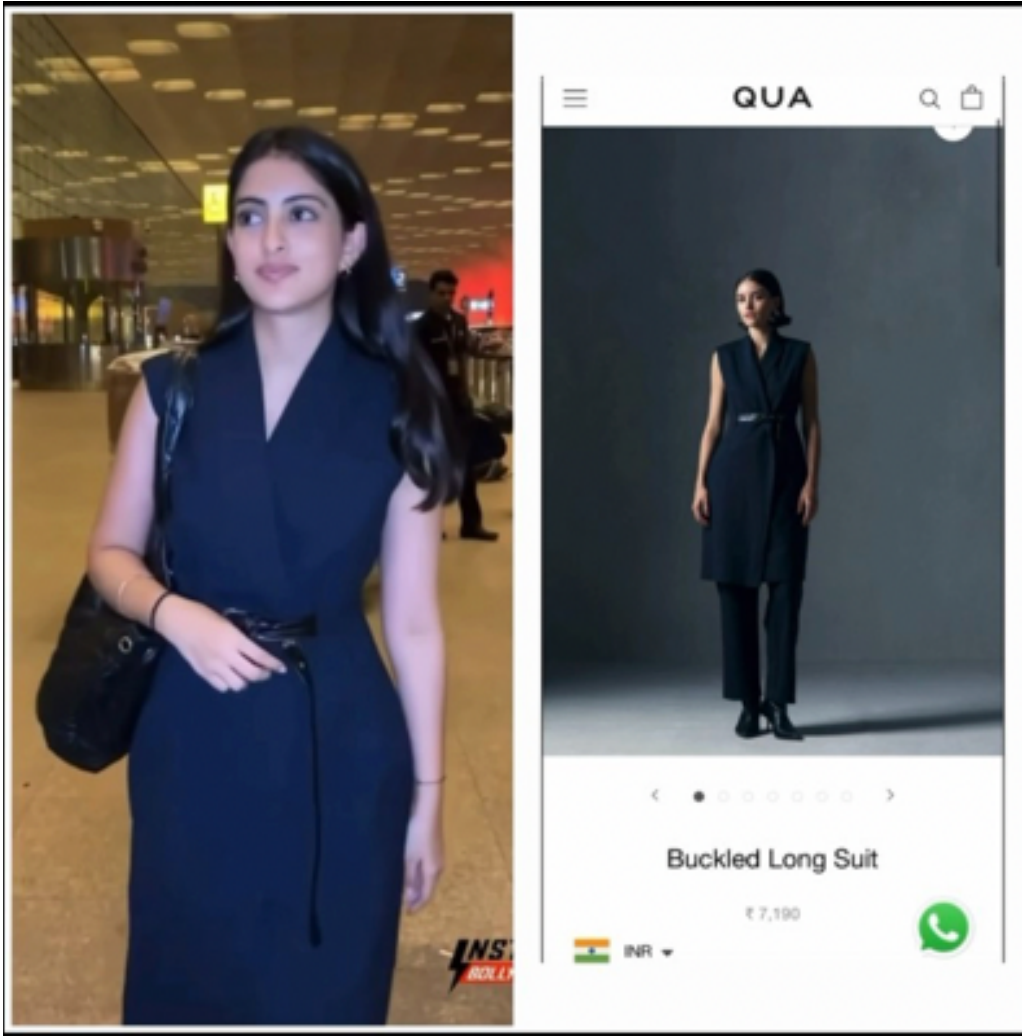
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RADHIKA SONI by RADHIKA SONI

Honestly, every day is a learning because I am a one-woman army as it is a new brand. I don't have a massive team; I manage everything myself. So from designing to production to execution, everything is done by me.

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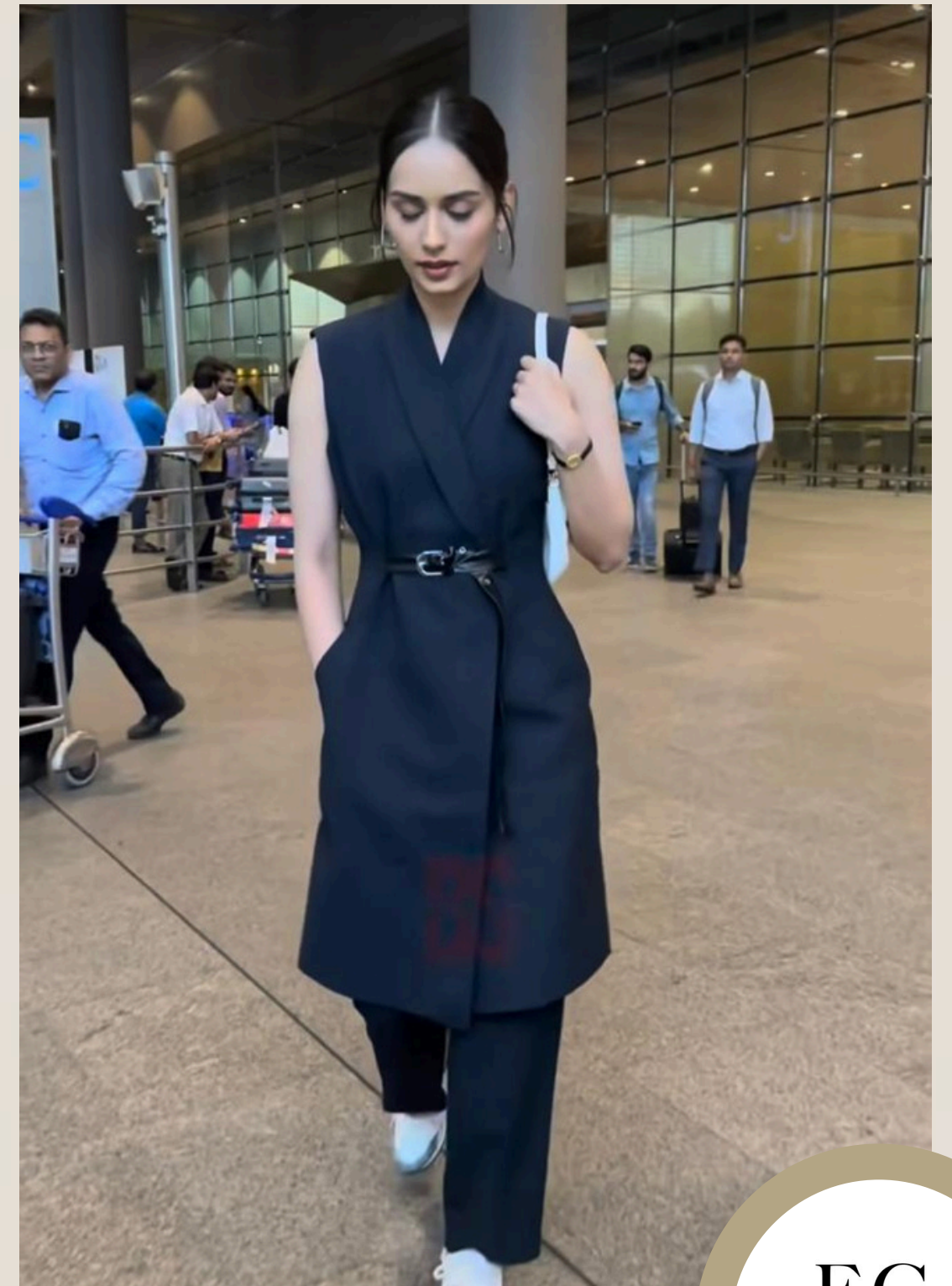
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