

BOLLIED BULLETIN

Bollied's Monthly Newsletter

Bollied

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New Website Up and Running

by Kelsea Hames

Be sure to check out the new Bollied website! It features everything that Bollied stands for: fashion, beauty, culture and so much more! The website will launch a sale on specific items as an appreciation to our loyal customers and members!

kkhames.wixsite.com/bollied

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Let The Show Begin

By Kelsea Hames

The Bollied teaser was the event of the year! The pop-up fashion show in New York on June 1 had the fierce and fabulous appeal that Bollied was created for. Meena Sinha, CFO of Bollied, wanted this teaser to inspire women to visit the Bollied website and be able to find clothes that bring traditional India to modern America. "The definition of success for me and this clothing line is if every woman that wears my pieces feels beautiful and knows her value," said Sinha when about the success of her pop-up fashion show.

The fashion show has increased visits to Bollied's website by over 70 percent and the line is looking to be sold out within the day when it is launched in Macy's stores and online on July 4, 2017. Be sure to be one of the lucky few to get a ready-to-wear Bollied piece!



Do You Know India?

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Rules Were Made To Be Broken

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Tradition and rules. These are important for the foundations of becoming good people. However the best ideas, the best stories and the best times come from mistakes and stepping outside the lines!

Bollied takes risks and the clothes take tradition and make them modern. Meena

Sinha takes the typical ideas of what tradition should be and creates new ways of expressing them.

“What fun is it if we always use the same patterns, the same fabric or the same designs? Fashion is always changing and evolving and I want to do the same.”

Bollied’s newest line showcases these ideals and features innovating and inspiring pieces!

Be sure to go check them out on Bollied’s website!

Meena Sinha will travel all across India in search of new fabrics and designs for Bollied! She has already made it to the Taj Mahal, traveled to Pushkar and even visited the National Park in Ranthambore. Sinha's mission is to keep bringing new life to Bollied and to make sure that every part of India is represented and the culture is brought out in her clothes!

“Without all aspects of Indian culture being represented I have no line. I want to showcase every part of my beautiful country,” said Sinha.

Sinha asks anyone who has a favorite Indian destination to use the comment box on kkhames.wixsite.com/bollied to suggest her next stop for fabrics, designs and inspiration! Anyone whose idea leads to a design can win the new look!

