

EMPOWER

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Why be only
one you, when
you can be
many you!



MULTI TASKERS

BREAKING STEREOTYPES LIKE NONE OTHER!

THE RARE CREATIVE MULTITASKER !

SHWETA LUHANA



SHE DESIGNS, SHE TRAVELS, SHE LOVES TRACING LIFE STORIES LESSER KNOWN & DEPICTS THEM LIKE NEVER BEFORE - MEET SHWETA LUHANA - OUR VIVACIOUS EDITOR IN CHIEF, THE CREATIVE AND LITERARY BRAIN BEHIND THE FANTASTIC COVER FEATURE STORIES AT EMPOWER, UNVEILING LIFE JOURNEYS OF POWER WOMEN AT YFLO IN EACH UNIQUE ISSUE OF EMPOWER! TODAY LETS DIG DEEPER IN HER LIFE JOURNEY, WHAT MAKES HER A CREATIVE SOUL HONING MULTIPLE CREATIVE HATS AND YET SEEKING THE MOST OF WHAT LIFE HAS TO OFFER EACH DAY, BLURRING BOUNDARIES OF THIS HUGE WIDE WORLD AND EXPLORING MULTIPLE GENRES LIKE A TRUE MULTI TASKER!

“An Interior and a Wedding designer by Profession, A CEPT Alumni and A world Traveller by passion, I am a full-time optimist - dedicated to making the world around me beautiful!”

My mother spotted the artistic flair in me at a tender age of Five when I sketched endlessly and depicted emotions on every festive and Birthday greetings through my art, I was groomed by some of the best art tutors and knew Creative career was my calling, Soon I pursued Interior architecture at C.E.P.T & aced my under grads – I was sent to HFT STUTTGART, Germany - Europe for international exposure for a term and that’s when the travel bug bit me – I travelled all across Europe To study Masterpieces by master designers – Be it exhibitions, architecture, art - I travelled Europe so extensively in my search for observing excellence in design, that I probably had seen more of Europe than Locals would’ve seen in a lifetime! I lived and travelled with strangers – That’s How I developed a flair for listening and journaling Life stories, which later on became a rare skill that led me to cover Life journeys of some iconic ROYAL FAMILIES of Gujarat as a narrative in contemporary age and also led me to run EMPOWER as an editor in chief tracing life journeys of our empowered women icons at YFLO!

Being a student of design – Its always the practical field that teaches one the most, it inherently makes you a multi tasker while juggling between Academic pursuits and Zest for living those learnings as a design practice – creating for the polished by getting work done by the skilled/unskilled craftsmen and labour teams. Being a young world traveller while studying added a layer of skillful time management and quick learning of varied nations, language, culture and geography in the age where I travelled with paper maps, no return tickets – backpacking across varied countries of European union as an ERASMUS Student . The wanderlust which struck me as a student in EUROPE Made me a Thirsty traveller and I’ve explored 50 cities and 15 countries in the last decade since then!

I love rare, I love details, I love listening to stories, I admire timeless beauty and I strive to create spaces which evoke a memory, Spaces which tell stories, Spaces which are handcrafted Masterpieces! And with this philosophy I established & Run “NECTAR” - My Design firm which specializes in Multiple genres of INTERIOR design & DECOR styling where our creations are widely admired for their attention to detail and timeless Aesthetics inspired by interpreting varied desires and Life stories.

In my constant yearn for out of the box Creativity and my pursuit to stay unique - My love for travel, meeting new people, Re-tracing their life journeys rejuvenates me and Makes me create and Live life In a whole new perspective - Such is the secret behind my creative Multi-tasking !

And Thus I’ve imbibed the Myriad shades to the “one” Multi-tasking ME , Only Striving to live many exuberant lives in one life – be it through Design , Writings or travel!

A MULTITASKER AT HEART

VRINDA SARAF



I owe my journey in fashion to destiny. Despite of flirting with fashion on an everyday basis, I had never entertained the idea of pursuing it professionally as a collegian.

Coming from a conventional 'no Instagram age' it was only natural for me to opt for the traditional path in education. Having taken up commerce, I organically opted to do the best in that line. Yes, I am a qualified Chartered Accountant and I also worked as a professional for a good 5 years of my life.

However, despite the busy hours, the thought of doing something that came naturally to me always tempted me. I shall give you absolutely no points for guessing what that was. It was the field of fashion and styling. I must say I have been quite a multitasker to be able to pull it off in a completely new field purely through following my instincts.

I feel the ability to multitask runs in the blood of every woman. We are undoubtedly the best 'managers'. Being a homemaker is the toughest job. Being a mother to Agastya I have to hands down multi task to be able to reach early morning shoots as well as taking care of the timings when my bub needs me.

Yes, it runs in my blood. Being a little girl who had so many opinions about how she would like to be dressed. It undoubtedly was passed on to me by my mother who has a fabulous taste in dressing. Growing up, I would gather a lot of compliments about my dressing at all my social do's. Questions like 'where did you get this outfit from', please help me with what should I wear at my wedding', 'Could you help me choose outfits that suit my body type', got the ball rolling. Finally, it was when, 'acquaintances' wanted my help to up their style game that I finally decided to pursue it full time.

A very dear friend was starting her own label and wanted me to style her shoot to which I happily obliged, and the rest is history. 5 years down the line, today I have worked in varied styling projects; that include celebrity styling, styling for a shoot, personal styling, wardrobe styling, styling for the social media drill, and so on.

When I look back, I feel extremely grateful and elevated for being able to do what I love doing. Also, it's purely passion driven and I can say that with this oomph of confidence because I can do this 24*7 and all days of my life.

I am supremely grateful for all my near and dear ones, various styling teams, designer labels and most importantly my 'insta fam' for showing their trust in me and supporting me throughout. Any of this would not have been possible without your backing.

Looking forward, I wish to evolve every day. Staying abreast with each fashion updates and serving the best to 'A-town'.



SHANAYA BAJAJ

LEARNING THE ART OF MULTITASKING!

CHARTING HER OWN PATH WHILE - HUSTLING AND JUGGLING! DEFINING YOURSELF AND YOUR WORK AT YOUR VERY BEST THROUGH ACCOMMODATING VARIOUS ROLES MAKE YOU A MULTITASKER. INTRODUCING SHANAYA BAJAJ WEARING VARIOUS HATS - A FASHION DESIGNER, A HOMEMAKER, A COMMUNICATIONS CHAIR FOR EMPOWER MAGAZINE, YFLO.

I am a Fashion Design graduate from National Institute of Fashion Technology, Gandhinagar. During High School itself, I decided to study fashion and venture into the line of designing clothes. I was never a girl of numbers, always a history girl. Qualitative studies interested me more than quantitative. I was a studious kid in school, finishing tasks, scoring well and being obedient was in my blood.

Adding another jewel to my crown-in-making, I finished my dissertation at the London School of Fashion in Masters of Psychology for Fashion Professionals. It shall remain the most precious experience of my life. Becoming responsible for my own life and being independent brought immense confidence in me. Managing classes at LCF, attending seminars at CSM, taking up styling courses during summer, working at All Saints & Amanda Wakely, I think I was already learning the art of multitasking.

I have been fortunate to have folks – my parents and in-laws both, who have always supported me. Starting my own label was not an easy decision. It required funds, space and truck loads of confidence in myself. Label Shanaya Bajaj is purely born out of passion, my creative soul can dance to its own tune here. A women's wear clothing brand creating Indo-Contemporary outfits for your special occasions. It's been 6 years to the Label and half way through I got married to my husband Sarthak Bajaj. He is the wind beneath my wings in true sense, the one celebrating my wins, the one pushing me to be kinder at heart, patient in volatile situations and compassionate towards all. Constantly motivating me to do good, better & best!!!

Joining YFLO brought me the opportunity to be a part of the magazine team. A dear friend pushed me to leave my comfort zone and venture into a different area of interest. With minimal knowledge and a strong team I could contribute to the magazine with my best intentions. The aim was to give voice to the women, demonstrating their ideas, adding value to their work as a professional, a homemaker or both. You grow as a person when you interact with people, learning about their successes and failures. That is the beauty of pushing boundaries, doing extra, constantly looking out for more to life than usual. I hope to continue to serve and explore new horizons on my way!

I am a firm believer that sincerity and hard work will make you go a long way. Strive to do better, be a good human being in the end. I am forever grateful to the almighty for all the achievements as well as the set-backs, they have only made me grow stronger and wiser.

'Be yourself, everyone else is already taken.' - Oscar Wilde

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