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# SHARBARI DATTA

THE DESIGN DIVA

Size: 267 x 216mm,  
200pp, 150 gsm art paper (matt)  
163 colour & 14 black and white  
photographs, all colour.  
Hard bound with dust jacket

**Sharbari Datta** is a legend in the fashion world. She entered the arena with a specific purpose in mind—to restore the beauty of ethnic menswear to its former glory. The influence of two hundred years of British rule permeated into all parts of our life and ensured that ethnic menswear had all but disappeared from men's wardrobes, making rare appearances only during weddings and other festive occasions. And even then... what drab, lifeless colours.

Enter Sharbari Datta. The visionary. The revivalist. The game changer. She noticed the gaping hole in the ethnic wear choices for men and decided to step in and fill the gap. With her own unique touches and amazing colour palettes, she catapulted the various elements of men's ethnic wear to the forefront.

She also gave 'kantha', the traditional handcraft of rural Bengal, a glamorous facelift. She incorporated the techniques of this simple craft and elevated it to a veritable art form.

This book, replete with interviews and testimonials by Sharbari's celebrity clientele, and amply illustrated with a treasure trove of photographs, tries to capture the essence of Sharbari's designscape.

- **Sharbari Datta is the first designer to have revived and brought to the forefront men's ethnic wear in India.**
- **Sharbari Datta has given kantha—traditional handcraft of rural Bengal—a facelift making it cool, trendy and fashionable.**
- **This is the first book that captures Sharbari Datta's life and work. Her multifaceted personality and creativity are explored through the rich collection of photographs featured in the book.**



**Baisali Chatterjee Dutt** is a former columnist and agony aunt for one of India's leading parenting magazines. She has compiled and edited two volumes of reader-written, personal essays for an internationally renowned, bestselling series.

Baisali's other great passion is theatre. She has performed with some of the country's top English theatre groups like Raell Padamsee's 'ACE' productions in Mumbai, and Kolkata's Red Curtain. Currently she is drama facilitator at The Creative Arts Studio, and at South Point High School.

Baisali was born in New York, schooled in Bangalore and went to college in Delhi. She has an MA in French from Jawaharlal Nehru University and she now lives in Kolkata with her family.

