

FEMINA

Be
unstoppable

**DEEPIKA
PADUKONE**
SUPERSTARDOM
COULDN'T HAVE
HAPPENED TO
A NICER GIRL

ALIVE 

WATCH THE BEHIND
THE SCENES OF THIS
COVER SHOOT
FOR INSTRUCTIONS,
TURN TO PAGE 03



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LUX

#IAmMoreThanYouCanSee

PRESENTS

THE UNSTOPPABLES

TEN POWERFUL
YOUNG WOMEN
WHO INSPIRE





**RE-DESIGNING
THE GAME**
PERNIA QURESHI
ENTREPRENEUR ➔

This Delhi-based tastemaker can be credited with transforming the way India consumes high fashion, a feat she achieved with the launch of her eponymous shopping portal, Perniapopupshop.com in 2012. Today, Qureshi continues to wield considerable influence on how Indian women dress, while following her passions as a dancer, designer, actor and

entrepreneur. A graduate from George Washington University, Qureshi started her career at an international fashion magazine and attributes much of her success to her early years. "Going to a boarding school teaches you how to be independent and accepting, and these qualities shape who you become," she says. Qureshi returned to India and landed her first big gig—styling Sonam Kapoor for *Aisha* in 2010.

Prior to the launch of Perniapopupshop.com, people could buy designer labels only at boutiques or select multi-designer stores. Qureshi changed the game not just by making high fashion accessible to all but also by identifying and promoting new talent alongside established names. She says, "My passion is my

TRUE POWER
IS ABOUT HOW
WE REACT TO
CIRCUMSTANCES.

biggest strength. I take pride in being creative, conscientious and involved." She is also quick to give credit, adding, "You are only as good as the people supporting you and my wonderful team is responsible for my portal's success."

Qureshi came up against the kind of challenges that ambitious women tend to face. "There were times when I felt I was not being taken seriously. I had to constantly prove myself to vendors, designers and even my own team," she says. She reacted by leading from the front. She launched her own label (which retails from her portal), was the face of her own brand campaigns and put forth her fashion-forward point of view in the 2013 book, *Be Stylish With Pernia Qureshi*. Qureshi counts the Kapoor sisters (Sonam and Rhea) among her BFFs and says she's always been surrounded by strong women. "The biggest influence in my journey has been my mother who was keen that my sister and I turn out to be productive human beings."

With the portal already shipping all over the world, Qureshi is excited about the future. "We're planning a big pop-up in Dubai later this year and are all set to launch our own app. We have also expanded our operations with an office in Mumbai," she says. But Qureshi is focused on staying centred. "True power is about how we react to circumstances. It comes from within." ➔

BLUSH HOUR

Power dressing today is all about structured separates with a hint of feminine flair



Cotton shirt dress, ₹1,900, OLIO



Tweed jacket, ₹29,190, Hemant & Nandita



Denim dress, ₹1,790, Zara



Acetate sunglasses, ₹1,350, Boga



Metal bracelet, ₹654, Accessorize



Suede jacket, ₹2,999, United Colors of Benetton



CHRISTIAN DIOR

Faux leather sandals, ₹1,599, La Briza



Leather watch, ₹15,890, shazé



STYLE TIP

Add white accessories to lend a touch of contemporary cool.



COVER STORY

Update a sequinned dress with cool extras like embellished slides.

Sequinned dress, price on request, **PlatiNoir**; PU slides, ₹2,890, **Zara**; metal neckpiece ₹15,500, **Outhouse** >

GREY MATTER

Go head-to-toe metallic for some grown-up glamour.

Metal wire blouse, ₹18,000.
Rimzim Dadu; embellished jersey
and satin skirt, ₹33,084; 431-88
by Shweta Kapur; metal earrings,
₹3,500; Outhouse; silver ring with
citrine stone, ₹3,000. Aquamarine