

COVER STORY
by Gurbeer Singh Chawla



Anjali Phougat

Anjali Phougat is award winning fashion designer. She is founder of Designer Dream Collection, Columbus, Ohio, USA. She is working with several big production houses and a few Hollywood projects and preparing to Show her collection very soon in Paris Fashion Week. She feels there is no limit to success and it's just the boundary we set in our mind.

*An exclusive cover story of Anjali Phougat
by Gurbeer Singh Chawla.*

CONSISTENCY IS THE KEY TO SUCCESS

- ANJALI PHOUGAT

I believe that there is no greater joy than giving back to society and spreading happiness.

Anjali, our readers would like to know about your educational achievements in the field of fashion designing?

I never went to a fashion school so I am a self taught designer. During childhood I used to observe every little detail about everything. I observed nature and beauty. I became sure that I want to create unique designs. I felt creativity resides in me and it cannot be learnt any other way if you don't have the aptitude and passion for it.

You are an internationally recognized fashion designer and the founder of designer dream collection, what challenges you faced to establish your career in this field?

Life is full of challenges and it all depends on you how you deal with them. Success comes when we move out of our comfort zones. "Staying focused and maintaining a positive attitude helped me overcome the challenges in life," I believe that there is no greater joy than giving back to society and spreading happiness.

Who inspired you to become a fashion designer, how was your own interest in this field?

My mother, my passion for creativity and my daughter encouraged me to pursue my passion. I love colors, nature and Indian handicraft.

*Anjali
Phougat*





Miss Universe Harnaaz Sandhu
Jewelry designed by Anjali Phougat

What was your first achievement as a fashion designer and how was the response from the people?

I designed my own outfits at the age of sixteen and won miss Haryana crown along with best dressed model. Everyone appreciated the colors and detailing in my outfits & encouraged me to continue designing. My first collection was launched in 2019 in New York fashion week and my designs got a lot of appreciation and great attention.

I soon launched my own luxury brand that created waves at the New York Fashion Week, and at many other pageants. My brand designer dream collection is today, among the top names in the world of fashion. I have doggedly worked on my craft to add wardrobe stylist, certified interior designer and film maker to my skillsets.

How do you strike a work-life balance?

Time management can help you take back your time and bring more mindfulness into your daily routine. Instead of letting your to-do list dictate how you spend your time, you

can use time management strategies to intentionally set your daily priorities and focus on the most relevant work.

Good time management strategies can help you organize and prioritize tasks. Without effective time management, it can feel like you never have enough time at work. "You might feel like you're running around and putting out fires which can lead to increased stress and, ultimately, burnout. Sundays or offs don't feel like a holiday now, thanks to communication tools like mobile phones and social media. We seem to have forgotten where to put a full stop. The same technology which is a boon is a bane too. Break bad habits. No one wants to procrastinate. But over time, bad habits can pile up and get in the way of high-impact work. Time management strategies can help you identify and break out of bad habits.

We're constantly bouncing between apps, notifications, and tasks. When you can, turn off your notifications or use 'Do not Disturb' features to temporarily disable notifications. That way, you can spend time with your family and enjoy your time off. Everyone gets the same 24 hours, but sometimes that 24 hours don't seem enough. Sharing two time management tips; Prioritise and organize your work. Plan ahead at the end of each day.

We spend so much time on social media too. While many of us enjoy staying connected on social media, excessive use can fuel feelings of anxiety, depression, isolation, and FOMO. Human beings are social creatures.

We need the companionship of others to thrive in life, and the

strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression.

What qualities a successful costume designer must possess?

Diversity, Design for comfort, Design for all ages and shapes, Bring the best out of one without changing their real personal, Be kind and respect every individual, Understand the requirements.

What is your message to upcoming talents from India and to those who want to achieve their goals in the field of fashion?

Consistency is the key to success. No one becomes successful overnight, and everyone faces different challenges during their journey. Staying positive, focused and a never-give-up attitude ensures success.



How was your experience of designing Saree and Jewellery for Miss Universe Harnaaz Sandhu?

It was phenomenal experience as she is role model for all of us and this is so inspirational as she speaks about being positive and she is quite vocal about social issues. She recently wore our garment twice during her homecoming. This says a lot about her love and appreciation about my work as celebrities have so much choices available and they rarely repeat their clothes and jewellery.

What was the response from Miss Universe for your work?

She loved my work and I am continually working on her jewellery and outfit, looks for her upcoming Indian events in USA as she is coming back here this week.

What is the reason Celebrities from India trust your work and vision?

I do this for passion and money making is not my primary goal and when you do things with heart and love, I think it is seen and received very well. I have been very fortunate to style many celebrities but to me most special feeling is to be able to do what brings most joy in my life.

You are an award winning fashion designer, which is the biggest award in your career you feel proud of?

My film inclusion through unity winning award in Cannes global short film festival and this subject was very close to my heart. "Inclusion Through Unity" is about gender inequality and LGBT rights problems, which was screened at the 2021 Cannes Film Festival and received the Global Short Film Awards in the Best Short Film category.

Who is your role model?

My parents, Sadhguru and Mother Teresa.



Anjali's turned into a visionary for Harnaaz's first saree look for her home coming video and she impressed one and all with outcome. Harnaaz looked radiant in the Designer Dream Collection saree which was designed by Anjali. The most special about the attire was that Miss Universe picked her favourite peach colour for the saree. The saree was embellished with silver lace with pearl detailing which made it all the more stunning.

Anjali, you are always energetic and fit, what is the secret behind it?

I do yoga, go for long walks, spend quality time with family, enjoy my work, help others in need and focus on working on social causes. All of these activities give me mental peace.

What are your targets in life?

I am a creative person and anything that relates to creativity brings me joy, be it designing, jewellery, film making, acting, creative direction, styling or home decor. Talent has no boundaries and there is no age to learn – one should keep learning and evolving. I love spreading kindness and uplifting others because I believe we grow by uplifting others.

