

## Suneet Varma to show Enchanted Forest collection in Dubai

By [Isabelle Crossley](#) - 18 September 2017

The Indian couturier Suneet Varma showed his mystical forest inspired collection on September 18 in Dubai and will later show it at Amazon India Fashion Week in October.



*Suneet Varma chose to show his upcoming collection in Dubai ahead of India - Suneet Varma-  
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KS Dubai's Fall Trunk Show took place at the Address Montgomerie on September 18 and included a selection of Indian designers. One of these was Suneet Varma who decided to debut his next collection in Dubai before taking it to India next month.

Varma's collection featured his signature feminine silhouettes and showed his love of crystal, corsetry, and chiffon. Florals played a big part too and were found intricately embroidered on sarees. Varma presented a decidedly traditional wear focused collection but said: "I treat the motifs, embellishments, and silhouettes in a western manner so the clothes are not overtly ethnic. These are Indian clothes that can be worn in any part of the world." Customers from

Dubai were invited to try his designs. Varma went on to say: “These [designs] are from the new collection that I will be showing at the Amazon India Fashion Week in October in Delhi,” showing how much emphasis he places on the Dubai market.

Suneet Varma launched his eponymous label in 1987 after working for Yves Saint Laurent in Paris. Varma’s label worked with Moët and Chandon from 2000 to 2005 and has worked with BMW motors continuously since 2007. Varma now has his exclusive brand outlets (EBOs) in Dubai only but his designs are also available in multi brand outlets (MBOs) in Indian cities such as Mumbai and New Delhi.

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