# BIBHU mohapatra



## Biography

Growing up with his family in Odisa, on the East Coast of India, Bibhu Mohapatra's appreciation for sumptuous Indian fabrics and vibrant colors began at an early age. This initial exposure to textiles and garment construction still inspires Bibhu's designs and permeates throughout the collections of his namesake label.

Bibhu moved to America in 1996, and after graduating from Utah State University with a Masters degree in Economics, moved to New York City in 1999 were he then enrolled at the Fashion Institute of Technology. While working on his design degree, Bibhu honed his skills as an assistant designer at the iconic American fashion label, Halston.

In his senior year at FIT, Bibhu was commended for his design skill and aesthetic and awarded the prestigious Critic's Award for Best Evening Wear Designer. This recognition helped launch his career. After graduating, Bibhu was hired by Gilles Mendel, CEO of the iconic French furrier J. Mendel.

Bibhu held the position of Design Director at the label for nine years, where his innate talent and sense of style were revealed in the cutting edge designs of glamorous gowns and magnificently opulent furs. Responding to the rapidly increasing demand for his work however, Bibhu moved out on his own and began designing custom couture evening gowns, cocktail dresses and furs for a select group of private clients in New York, Europe and India.

## The Collection

Bibhu's eponymous label, Bibhu Mohapatra, launched its first collection during New York Fashion week in 2009. Since then, the fashion house is currently being sold at Bergdorf Goodman, Neiman Marcus, Lane Crawford and select specialty boutiques across North America, Europe, Russia and the Middle East. To date, celebrities such as Hilary Swank, Gwyneth Paltrow, Glenn Close, Jennifer Lopez, Ciara, Rita Ora and Lupita Nyong'o have all worn Bibhu's designs and recently he has had the honor of dressing the US First Lady, Michelle Obama upon her arrival to India. This will be the third time the First Lady has worn a Bibhu original.

In January 2010, Bibhu was a finalist in the Women's Apparel 2010 Rising Star Award presented by the Fashion Group International. In May 2010 he received the Young Innovator Award from the National Arts Club, and in June 2010 he became a member of the Council of Fashion Designers of America. In January 2011, Bibhu received the Ecco Domani Fashion Foundation Award.

In 2011 Bibhu was invited by the hon. CM, to join the Odisha Design Reference project, an initiative managed by Rta Kapur. Bibhu designed 35 saris, to be produced in cotton, silk and cotton silk blend options in the weavers communities of Bargarh, Nuapatna, and Barpali. These designs became extremely popular and 9 years later those designs are still in demand and being produced.Bibhu Mohapatra signed his first licensing deal in 2014 for namesake fur collection with BC International. The collection is currently sold at Saks Fifth Avenue. In 2016 Bibhu launched his first ever fine jewelry collection, ARTEMIS, in collaboration with De Beers.





## Bibhu Mohapatra x BC International

In 2014, Bibhu Mohapatra signed his first licensing deal with BC International, one of the most respectable and recognized fur manufacturers in North America. Since the launch of the collection it has been featured in many of today's top national and international long lead magazine and is currently being sold at 30 different Saks Fifth Avenue stores through out the United States.





## Bibhu Mohapatra x De Beers

For Bibhu Mohapatra's first ever fine jewelry line, he was inspired by the timeless brilliance of the Universe and the force of the Sun, Moon and Stars in creating balance in our lives. With that The Artemis Collection was born.

The Artemis Collection, in partnership with De Beers and Forevermark India, made its debut during NYFW in September 2016.

#### Bibhu Mohapatra x De Beers

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By RONDOWN PUTTELINK

Forevermark India has partnered with Shihu Mohapatra to debut an Artemia suffection exclusive to India.

The trip is a homeoming for the New York-based designer, who grew up in Rouckels. He has secretly been working on the collaboration for the new Artemia collection for the past two THE OWNER.

Indirectly, Molapatra has First Lady Michelle Obama to thank for his new deal with Forevermark. Essentives at the company first contacted him after she wore one of his slaeveless printed dresses on "The Tonight Show with Jay Leno" in August 2012. In Felmary 2005, Forevermark became more interested after FLOTUS stepped off Air Force One with President Chama in New Delhi searing a printed dress with an oversize flocal design and matching out from the designer.

Forevernark diamonds are the definitive elements of earrings, rings, bracelets, pendants and brooches, which are inspired by the sun, mean and stars, Jewelry is new territory for the designer. and he and the Artemis collection team have spent more than a year translating his slatches to jewelry - to try to merge his designs with precise engineering. For example, the Artemia bracelet has a unique gold scratch finials, with diamonds in an invisible setting. The core motifs are crafted stars that are meant 99.3, side to shine brilliantly, without losing definition.

Noting how her centuries people have looked to the skies for guidance and harmony, Mohapatra said, "The central thought helized the collection was inner balance and outer strength, making it a very special collaboration for me. Porevermark and I have a strong partnership, as I have previously accessorized my shows at New York Faibins Week with Forevermark collections. Their commitment to craftsmanahip and excellence, represented by these beautiful, new and responsibly sourced diamonds, are encorymous with my design philosophy."

Forevermark India president Sachin Jain sold, "We are pleased to collaborate with 80hu Mohapatra who soundeady blends the senablitties of the East and the West in his fashion, as he has done so once again in our new Actemia Collection,"

Loss than one persent of the world's diamonds are eligible to carry the Porevernack inscription.

The Artemia collection will be exclusively available at C Krishniah Chetty in Bangalore starting Monday. It will also be acid at Mahmh Notandass, TBZ The Original in Mumbai, and Hamorilal Legacy and Hanoerilal by Sanjay Names, both in Delhi. The jewelry is considerably more luse than Mohapatra's last category extension, which was customized legonar with Hanes.

#### Bazaar ACCESSORIES

STINGINPRESSION Bibbu Mohapatra remembers his mother's jewellery that he would sometimes he allowed to rough when she took it out to wear on special occasions and festivals. "I must have been 10 or 12," he says. Since then, the Odisha-born, New York-based designer has been fascinated with jewels. "They tell a story, especially if they are passed down generations." In February this year, for the Fall 2016 shows, diamond behemoth Forevenmark partnered with Mohapatra to accessorise his collection. "I'd met them in India two years ago, and we decided to work together not only on the show, but also on a line of fine jewellery that would sell in India." Last month, this creative collaboration-a total of 22 styles in earrings, rings, bangles, pendants, and necklaces-hit select Forevermark authorised stores across the country. This isn't the first time Forevermark has partnered with a designer; British enfant terrible Gareth Pugh and Mumbai-based Manish Malhotra have, among others, worked with the diamond producer to create one-off pieces. "But I wanted to create a complete range that we could retail as a natural extension of my fashion label." Mohapatra took inspiration from the nocturnal skies, and named it Artemis after the Hellenic goddess of the Moon. "In India, gemstones have always been thought to have powers that affect our lives, and are closely linked to the heavenly bodies," he says. "Twe modernised the motifs of the stars and the crescent moon, so that

one day they too can be passed down generations and tell their own stories." **Bibhu Mohapatra fo** Forevermark ring, price upon request

### Sashi by Bibhu

*Sashi by Bibhu* debuted in February 2018 at NYFW as a sister brand to Bibhu's namesake label.

He introduces Sashi as a collection that offers transitional dresses, outerwear, along with sporty separates at introductory price points. The collection presents signature separates that the Bibhu woman needs through out the day but at a price point that welcomes a new generation of customers to the collection.

"My mother played an integral part in my path to fashion, art and design. She has always been inspiration to me, from a young age she would always express to me the importance of expressing ones true self. She would always tell me "Your individuality is the key to you success. Make sure you express yourself in your own way." Till this day I walk my path with that quote heavy in my heart, as I know it is a constant reminder to be true not only to myself but to the women that I design for. When it came time to name my diffusion line, it was with pride I wanted to name it after my mother, Sashi."



## Sashi by Bibhu

Elle India sits down with Bibhu Mohapatra to discuss his secondary line, Sashi by. Bibhu in the June 2018 Issue.



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Former First Lady Michelle Obama





Tonya Lewis Lee

Janet Mock

Sara Ali Khan





Frieda Pinto

Kaley Cuoco

Kareena Kapoor

Jennifer Lopez

Priyanka Chopra Jane Krakowski



Deepika Padukone

Yara Shahidi

Cobie Smulders

Sonam Kapoor

Lea Michele

Viola Davis

#### **Editorial - Covers**







### **Editorial - Covers**



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**DE JUGUETES** 









Harper's Bazaar Hong Kong

Vogue India



ARTITECTURE



O Magazine





Martha Stewart Weddings



Grazia



LaPalme Magazine

L'Officiel India



Washington Bride + Groom



Elle Indonesia



Essence Magazine





La Palme Magazine

Vogue India

Vogue India sits down with Bibhu Mohapatra to discuss his new bridal couture line in the November 2016 issue.



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#### So the way it's conceived, designed and constructed is different.

#### How will Bibhu Bridal be similar to, or different from, your main line?

The DNA of my work will be the same-modern, cool, sumptuous, beautifully crafted. Old-world techniques cast in modern silhouettes. I love that juxtaposition. For a bridal ensemble, you have to remember that the focus is going to be on the bride from all angles-so you have to consider the 360-degree view while designing. And of course, it has to be beautiful, unique and true to her style.

Brides are notoriously fussy, and rightly so. How have you accounted for the different tastes and styles of the modern bride? The bridal line is an extension of the Bibhu brand. I know who the Bibhu woman is but at the same time I have to make sure I cater to different tastes. price points and body types to be inclusive. I've worked with a range of silhouettes-from column to asymmetrical to tailored to flowing. There are short versions, there are even wedding separates. Imagine getting married in a beautiful ivory pantsuit with feather details. I think it's very cool and modern.

Sketches from Bibhu

lohapatra's

bridal line

Mohap

#### What was on your mood board through the design process?

I love looking at different wedding rituals and cultures for inspiration. They're all different and unique but vou can find commonalities in all-at the end of the day, it's about love, affection and commitment, regardless of where in the world you're getting married or what culture you belong to.

Who is the Bibhu bride?

A young bride who comes to us is just at the start of becoming a Bibhu client; this is the first chapter i She's well travelled, has joys well-crafted clothin for something that will life for a long time. Bibhu.com





BIBHU MOHAPATRA ODISHA HANDLOOM AT THE 2018 MAKE IN ODISHA CONCLAVE

#### **ODISHA TEXTILE**



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is key. It will keep our textile readir

I feel our heritage fabrics are a traditional yet so modern and of th truly henored and humbled by Ba part of this project amongst all the ar with unique voices. There is still mud to improve the conditions of the communities, and this endeavour by to bring the fashion community indigenous textiles-will definitely the right direction.

MINIATURE PASAPALLI DRESS BY BIBHU MOHAPATRA SPRING 17 COLLECTION

#### J. Mendel Ltd.

Fall 1998 to Fall2007

**Design Director** -Develops concept and theme for the collections -Designs the couture and ready to wear collections -Designs the accessory and hand bag line. -Leads the design team-Designs development -Product identity -Introduced a hip young look to the well established fur line

#### HALSTON Signature Inc., NYC

#### Winter 1996

- Assistant Designer - Sketched collections
  - Designed details
  - Designed and illustrated embroidery layouts
  - Fabric sourcing and trim development

#### Jill Stuart, NYC,

Design Intern

Summer 1996

- Prepared presentation boards
- Illustrated designs
- Spec'd flats and maintained inventories

Department of Theater Arts, Utah State University, Utah **Costume Designer** 

Winter 1995

-Designed and constructed costumes & for various plays and musicals

#### Education

#### Fall 1998

Fashion Institute of Technology, State University of New York Bachelor's Degree, Fashion Design Evening wear Specialization Critic's Award, F.I.T.

Winter1995 Utah State University, Logan Utah Master of Science, Economics

#### Winter 1994 Rourkela Institute of Management, Rourkela, India Master of Science, Human Resources Management

