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BAZAAR

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THE REINVENTION ISSUE

ANASUYA
SENGUPTA

A Star is Born



C O N T R I B U T O R S



NIRJA DUTT,
WRITER

"While I am constantly enamoured by all the talented individuals surrounding me, it is my father who truly keeps me inspired on a daily basis. Be it his constant in-the-know state of mind, humorous way of passing pearls of wisdom, or the will power that can cut through glass—I am in awe of his perpetual positive attitude and how he reinvents his way of life to match the reality."



AKANKSHA KAMATH,
WRITER

"Reinvention is such an underrated term. To start over, rethink, redo, and recalibrate is a privilege no one should take lightly. To me, reinvention is what Navya Naveli Nanda is doing with her time, energy, and platform."

ON REINVENTIONS THAT HAVE INSPIRED THEM



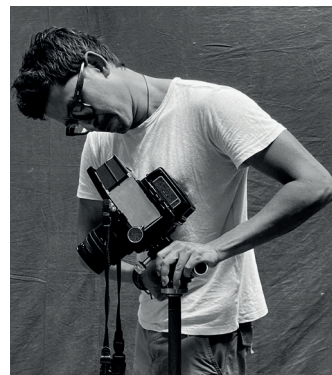
RICHA GOYAL SIKRI,
WRITER

"For me, it's the entire gemstone industry—the lapidary workers and gemstone cutters. I can spend hours watching them take stones, which look like coloured pebbles from the ground, and transform them into precious, collectible gems. That continues to inspire my work every single day."



BARRY RODGERS,
WRITER

"I wouldn't call it a reinvention, but Julia Fox's tenacity is impressive. She started under Kanye West's shadow but has steadily found her footing. With her bold fashion, confident sexuality, and complete disregard for the establishment, she's made her own rules, turning herself into a bona fide star. I don't think she's going anywhere anytime soon."



BIKRAMJIT BOSE,
PHOTOGRAPHER

"Anthony Bourdain. Maybe calling it a reinvention is a stretch, but from being an unknown chef to a best-selling author, to a world renowned travel documentarian, he reshaped his life and career as he went along adding new feathers to his cap. He did not leave his past behind but built on it."

ANATOMY OF AN IT-GIRL SHOE

Paris Texas Creative Director Annamaria Brivio tells *Bazaar India* how the bold and the beautiful come together in a perfectly crafted pair of boots.

By **AKANKSHA KAMATH**

Kendall Jenner, Gigi Hadid, Hailey Bieber, Emily Ratajkowski, and Kylie Jenner. Dare you to name a more iconic and influential quintet of celebrities in the cultural zeitgeist as we know it today. These women, and their shoes, bags, clothes, jewellery, sunglasses, and even boyfriends make seismic waves on the newsreels every day. And when a celebrity like Beyoncé decides to release her album cover wearing a brand, you can hear the cash registers ringing worldwide. Paris Texas, a Milan-based shoe brand, founded by Annamaria Brivio in 2015, is that rare breed of cult brand status that proliferates popular culture and consciousness to become a ubiquitous wardrobe must-have.

IMAGES: COURTESY THE BRAND



Annamaria Brivio

But what makes a cult brand? Deep research and a healthy dose of internet sleuthing later, I can share that it takes more than a game of algorithms and perfectly placed celebrity sightings to make a brand reach cult status. For Brivio, who is a former seasoned buyer and stylist, as well as co-founder of multi-brand retailer Norrgatan dedicated to identifying emerging labels globally, and giving them a platform, instinct plays an important role.

“It takes a robust brand DNA to create a label of the future,” explains Brivio over a phone call from her showroom in Milan. “Of course, staying abreast of trends is important, but it is equally vital to be true to one’s core values. Ultimately, it’s not just about having an attractive product, it is about embodying its essence and identity.” And of course, Paris Texas has this in plentitude.

The brand takes its name from the two distinct personalities it evokes—‘Paris’ aka elegant, delicate with a certain je ne sais quoi, and ‘Texas’ for its bold, sensual, and boisterous exuberance. In a shoe that looks like the Rosalia Texas Cowboy Boot decorated with delicate white roses, or a chunky yet delicate platform in a python embossed effect. Or in the shape and form of the brand’s latest collaboration with photographer and model Nadia Lee Cohen. “It was very important for us to work with an artist like Nadia because she is the true essence of what Paris Texas is. She is feminine, but also very hard and strong at the same,” says Brivio. ■

A WOMAN’S DESIGNER

Brivio shares her notes on building a shoe wardrobe grounded in style and craft.



The Cioccolato Stiletto

“I firmly believe that every woman’s shoe wardrobe should encompass timeless pieces that exude both iconic style, and essential functionality. This is something that is epitomised by our Cioccolato Stiletto boots.”



The Lidia Mule

“A classy, yet alluring, late-night style really rounds out a wardrobe.”

The Dallas Boot

“For me, Paris Texas is an attitude. You can wear a very elegant shoe, but with a Texan attitude. For instance, the daytime Dallas ankle boots that are best paired with denim.”

