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Fashion | Lifestyle
Volume 1 | EDITION 1
May 2020
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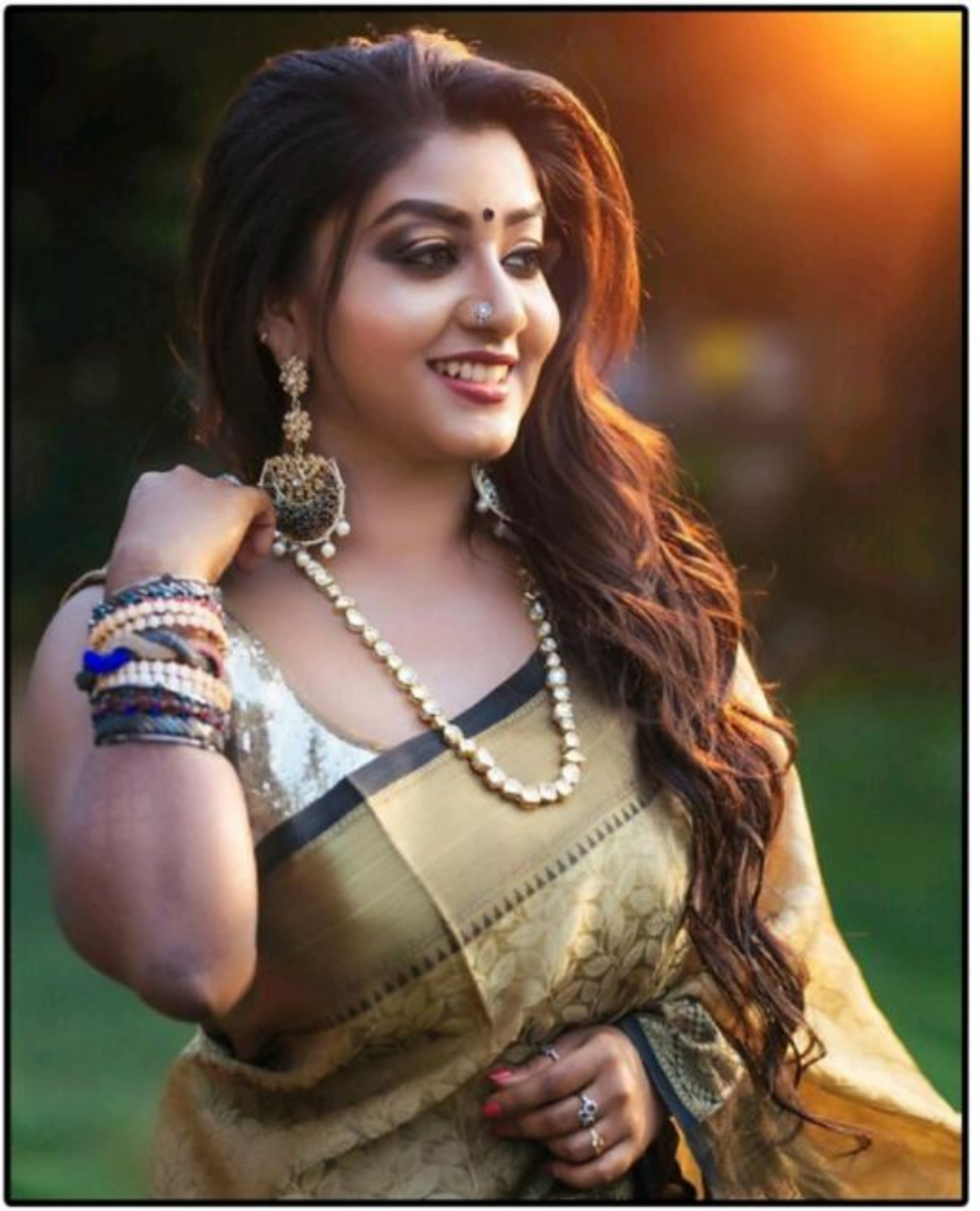
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CONTENTS

23 HEART TO HEART WITH CELEBRITY SHOPOHOLIC RUMA SHARMA

34 LOOKING TO MAKE A PERFECT MAKEUP KIT

39 BAZAAR TRENDS FROM HEAD TO TOE

52 BEST BUY SHOPPING DESTINATION IN INDIA



digital Bazaar

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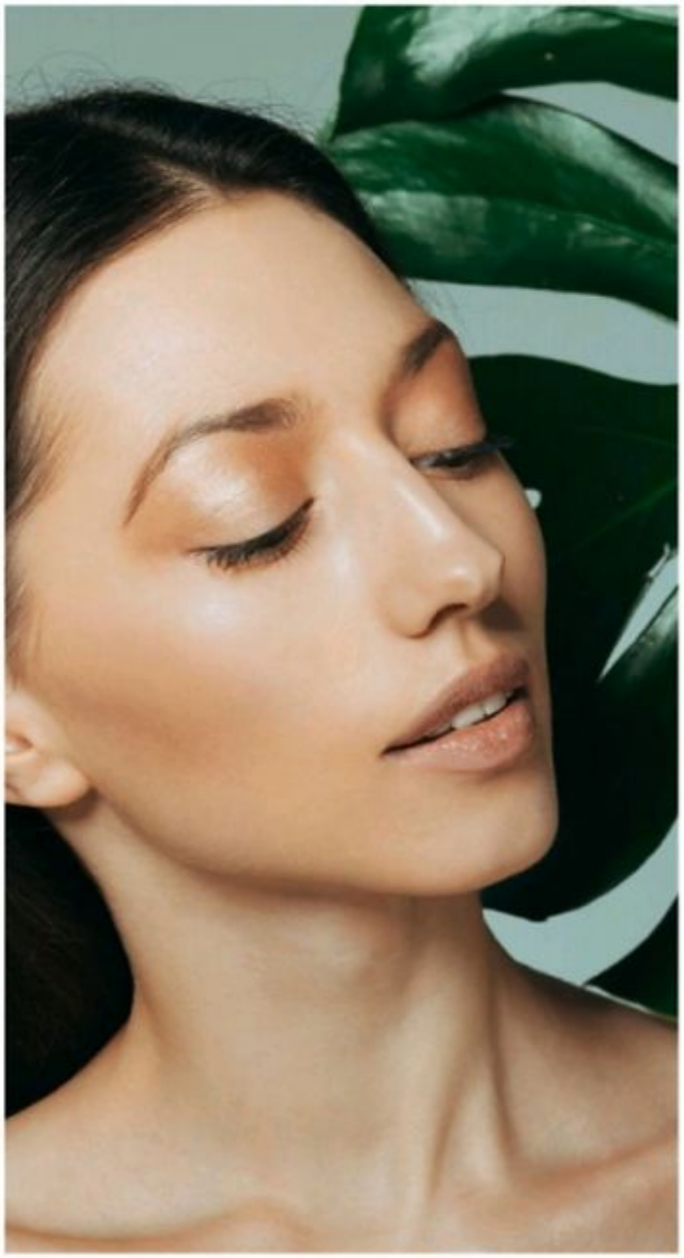
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Necessity is the mother of invention and thus paved way for the inception of "Digital Bazaar" - a novel attempt by SHE, in fact first of its kind in the city to showcase fashion and beauty at its best. Digital Bazaar caters to the needs of every woman deprived of shopping during the pandemic and amazing entrepreneurs/brands under non-essential category to help keep their businesses afloat amidst the declining economy. It is a small step towards helping our dear subscribers and shopaholics regain some semblance of normalcy.

On our cover is the stunning self-confessed shopaholic Ruma Sharma, actress turned celebrity fashion blogger who spills all her fashion and beauty secrets in a heart to heart for our avid readers. We guarantee a fun digital shopping experience from casual to luxury couture, art to lifestyle, natural skincare to beauty, soft to sexy trending looks and matte to shimmer glow ups. Explore our featured brands like never before and indulge to your heart's content. Here's to the futuristic Digital Bazaar at your fingertips. Tap away.

editor's letter

Dr. Shireen

EDITOR IN CHIEF



May Edition For Free

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Bbazaar makes this month's digital edition free for all to help get through Quarantine boredom.
Featuring Bollywood star ***Ruma Sharma (@ruma_sharmaa)***, sharing her Shopping Secrets!
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PHOTOGRAPHY : TEJAS JAYWANT RAORANE

B / Cover Story

Heart to Heart with Celebrity Shopaholic

RUMA SHARMA

Ruma Sharma is an Indian television actress and model.

How did you get into this industry?

My childhood dream was to become a doctor but my mother wanted me to become an Actress, as she wished to see me on the big screen. So, I started my career in this industry when I was just 5 years old. I started very early and it was my Mother who got me in to it.

Who is your inspiration?

My Mother is my inspiration.
I'm a single parent daughter and my mother never let me face any hardships during my childhood but now as an adult I realize how difficult it is for a single mother to raise her child all on her own in this society. Although my childhood dream was to become a Doctor, later on I found that books were not my cup of tea. I completely belong to a creative side. I dropped out of my school when I was in 10th class due to financial issues. I never wanted to be a burden on my mother's shoulders, so I decided to pursue my studies privately through correspondence.

Your most cherishing moment as an actress

Last year I shot for a web series called Choria which is aired on a platform called Vertue. I had a very strong, impactful monologue in it raising my voice about society's perception of a girl as to why we girls are judged everywhere because of our clothes, whatever we speak or do. During the shoot, I was so motivated that I shot a two page monologue in just 1 take. After the shot, my whole crew hugged me tight and appreciated my performance. So yeah that's my most cherished moment as an actress to have given such a strong performance with the expressions and emotions right on point. All girls shall easily relate to it.

Describe your acting style.

As an actress, I don't stick to any particular style. I was trained at the National School of Drama, a top institute with stalwart alumni such as Anupam Kher ji, Naseeruddin Shah ji, Om Puri ji. I have always been taught to be versatile and to explore my acting style in all ways possible. I am very flexible in my acting style and like to go with the natural flow of what the character demands.

If you weren't famous, what would you be up to right now?

I would've been working full time in a NGO as I believe in giving back to the society. During the current lock down, I was able to do my bit by donating food for people in need.

What was your first role as an actress? Describe your first day shoot.

My first play was at an auditorium called Sharam center in Delhi when I was 5-6 years old. I played the titular character of Bijli. I was spotted by a director who offered me my first TV show role of Kalpana Iyer on "Kuch Yaadein Kuch Baatein" which aired on Star Gold. I remember a funny incident from that show, during a late night shoot say around, 12 or 1 am, as I was shooting a dance sequence, I peed in front of my crew after failing to control it as I was very shy in asking for a washroom break. It was hilarious.

Which was the turning point in your life?

A major turning point in life, I think still yet to come. There are lot more things I still want to achieve. The first point was 2 years when my instagram got verified. A happiest moment too as it was my birthday the next day and doubled up as a birthday gift.

Of course as an actor I don't want the motivation to die in me because if you stop someday, you become laid back, you become lazy. I just want to keep going.





PHOTOGRAPHY : SACHIN KHOT



PHOTOGRAPHY : TEJAS JAYWANT RAORANE
MUA : MEENAL AMBRISH VYAS
HAIR : DAKSHA JANI



PHOTOGRAPHY : SACHIN KHOT



"The quickest way to know about ***Ruma Sharma*** is to go shopping with her"

R

At what age you became a shopoholic, and how?
All my childhood, until my teens my mom used to select clothes for me but even now also I feel she is one of my best fashion stylist and critic. I take her advice whenever I'm in any confusion. Later on when I become a fashion blogger with clothing brands like Pankh clothing, Shein and many more, I started to understand fashion and eventually turned in to a shopaholic.

For which product/item, you spend most?
Honestly, I don't like spending much. Only when I think something is very needful, I shall spend money on my outfits, shoes, or gadgets. As an Iphone lover, I always splurge on the latest model.

Which brand is your favourite and why?
Stalkbuylove , Shein and Pankh clothing They have all the varieties and also deliver on time.

Do you prefer online shopping rather than stepping up to the stores?
I like both online and offline shopping. So, whenever I'm home with nothing to do, I check out some new stuff. During my travels, I like to go to the local market and have a look for the collections over there. I really like Rajasthani market because my mother is also from Jaipur side. I also love the street markets of Delhi.

Tell us your success story.
It's funny to listen but hard to understand one's emotion, fear of losing, feel of happiness but it can be felt through the dream. A dream is not just an imagination, it's a beauty of one's inner soul to achieve what he/she wants. I followed the path of my dream to achieve a great platform and come forward like a shining star. I think when we decide to be ourselves we can achieve whatever we want to. I still have a long way to achieve a lot more of success stories but definitely agree on the point if you have a strong determination you can achieve everything you desire and that's my mantra.





PHOTOGRAPHY : TEJAS JAYWANT RAORANE
MUA : MEENAL AMBRISH VYAS
HAIR : DAKSHA JANI

List the brands you prefer/use for:

Hair - only Biotique products. Shampoo, oil and spray. I love that brand
Lipstick and eyeliner and nail paints - Mac cosmetics
Face cream , body lotion - Biotique and Khadi
Clothes - H&M , Zara , Forever21 , Shein , Pankh clothing and Stalkbuylove

Tell us about your makeup kit

I have one makeup kit which I always carry with me wherever I go. It includes the basics, my lipsticks, eye shadow palette, contouring products, gloss, highlighters, foundation, and compact powder. I don't like over the top makeup on me. I always prefer keeping it natural and hot as well.

Your handbag secrets

1. Sanitary pads are an essential.
2. Sanitizer which I always used to carry even before this quarantine.
3. Gloss of course. It's one thing I need to keep in my pocket as well.
4. I don't keep debit cards and credit cards in my handbag because i still don't use that. My mother uses them. I always prefer keeping cash.
5. Accessories - earrings, watch and my protein bar. That's it.

Is your shopping being affected by this quarantine?

My shopping is not affected by this quarantine. Whatever products are required for daily use, like body lotion, oil, serum and creams are always stocked. I always prefer buying two of the same products just in case of an emergency and that has really helped me out in this lock down.

What kind you shopping you do during summer? Is your shopping done for this summer?

During summer, i like wearing crop tops and nice baggy pants so that is one of my summer looks topped with a hat and cool shades, but right now being honest no shopping has been done for the summer because of this quarantine.

Do you plan a budget for your monthly shopping?

I definitely don't plan any kind of budget for my monthly shopping. It's just that whatever options i like, i just pick it up.

> "I love shopping. There is a little bit of magic found in buying something new. It is instant gratification, a quick fix."



PHOTOGRAPHY : TEJAS JAYWANT RAORANE
MUA : MEENAL AMBRISH VYAS
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Bazaar trends

FROM HEAD TO TOE

RED DRAGON LOOK

1. R&B wedding Ladies' Lace Appliques Prom Dresses Long Spaghetti Straps Lace-up Back Sleeveless Formal Evening Party Gowns
2. Anycosy Wool Floppy Hat Felt Fedora Wide Brim Bucket Women Cloche Bowler Cap Crushable
3. Women Plain Dress Italian Slim Leather Belt with Golden Buckle
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5. UV Protection, Polarized Wayfarer Sunglasses
6. Women's M Sequin Ruby Red Slippers



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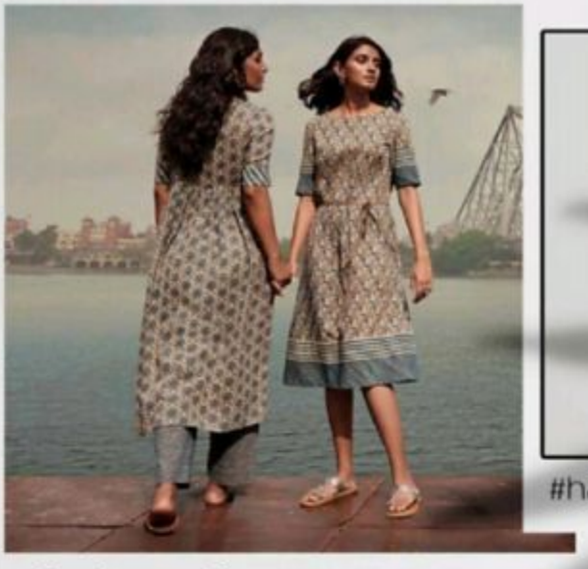
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THE HOTSPOT

TOP 9 BEST BUY SHOPPING DESTINATION IN INDIA

by Sapna Kaushik

DELHI
First in the list

Delhi comes first in the list of where to shop in India, not only because you can find just about anything here, but also because of the experience. The glitzy malls of Rajouri or Vasant Kunj, colourful Dilli Haat or flea markets of Sarojini Nagar and Palika Bazaar, each has its own charm. From clothes, accessories and handicrafts, to electronics, automobiles and everything else; you can find it all in Delhi.

Key: Be it haggling in Janpat Market and Nehru Place, raiding as many as three different markets in a day (and still making it to hostel in time), alternately indulging in high-end retail shopping or travelling in the metro to escape parking woes; shopping in Delhi teaches you to manage finance, time and preferences and makes you efficient.



MUMBAI
Next in the list

The City of Dreams is a shopaholic's paradise. Flea markets, malls, designer boutiques and a number of shopping arcades cater to 12 million people every day in Mumbai! Fashion Street and Linking Road are famous for their latest fancy clothing, accessories and artefacts. Colaba Causeway and Zaveri Bazaar in South Mumbai are ideal haunts for fashionistas and youngsters not only because of the overwhelming assortment of chic and funky, but also because of plenty of food outlets where you can take little breaks in between all the shopping.

Key: Excellent deals are definite mood-uplifters and stress-busters and Mumbai specializes in retail therapy. Who is to deny that a "Flat 50% Off" sign doesn't push daily woes to the back of your mind and give you moments of pure pleasure.

CHENNAI

Whistle Podu

T. Nagar falls to be short for Thyagaraya Nagar and is the most important hub for shopping in the city. If we talk of value for money, this is the place that epitomizes the idiom. Not only is this place famous for its collection of sari stores and gold jewellery but also has quite a lot to offer for the entertainment of the tourists too.

Key: Saris and gold jewellery

Another one of the famous bazaars of this distinguished city, the Pondy Bazaar is all for the people looking for some trendy clothes, footwear, mobile phones and accessories. The vividness of this market is surreal and can easily be felt through the street vendors selling their products right under the sun. Also offering a number of the delectable restaurants this place is among the best places to shop in Chennai.

Key: Clothes, footwear, mobile phones and food

Chennai has an abundance of wholesale bazaars and this market to falls under that category. The Sowcarpet is the market of Chennai with a distinct flavour of north Indian shops selling vivacious lehengas and suits at whopping low prices.

Key: Suits and lehengas





KOLKATA
The New Market

Kolkata is the largest shopping destination in East India. Exquisite handicrafts from the North-Eastern states find their way to markets in Kolkata because of the tremendous exposure. Some of the famous places worth visiting include Assam Craft Emporium and Nagaland Emporium. Besides these, Kolkata's specialities are red-bordered saris, leather bags, sweets and books that you can buy at The New Market and from shops at Park Street.

Key: Shopping is an altruist endeavour and I don't mean to defend my love for shopping like Rebecca Bloomwood from Confessions of a Shopaholic. In Kolkata, the bag you purchased at a craft emporium can easily be traced to some corporative where tribals and poor women find work and earn a living.

JAIPUR
The Pink City

The Pink City celebrates shopping in all its hues. The famous Bapu Bazaar and Jhohari Bazaar of Jaipur are gateways to the vibrant world of Rajasthani bandhanis, lehariyas and batik prints. The markets are also known for their lac bangles, silver jewellery, other silverware, blue pottery and ornamental home accessories which are durable, authentic and affordable. However, the more ornamental you get in your choice the steeper the prices will be. The city also organises fairs and expos periodically to give a platform to artisans from far and near to showcase their talent.

Key: Shopping in Jodhpur and Jaipur is an excellent way to burn calories as you walk around the markets enamoured by objects and haggling for discounts. So, remember to wear comfortable sneakers and carry a water bottle while shopping.



LUCKNOW
A Shopping Spree

Been to the Jama Mazjid, Bara Imambara, British Residency and Rumi Darwaza and sampled the delicious shami and seekh kebabs in Lucknow? You still need a day to explore the core of the city through shopping. The shopping districts in Lucknow especially Hazrat Gunj and Aminabad are labyrinths that get denser and noisier as you go deeper. The smallest of shops here can boast of a variety of things. In the city of Nawabs, chikankari work on fabric, itr (perfume) and exquisite Jadau jewellery are absolute must buys.

Key: A shopping spree can be particularly motivating. Whether it is the urge to reduce weight to buy a dress you loved but could not fit into or the desire to try your hand at pottery on seeing a porter at a fair, shopping leaves you motivated and charged up.





JODHPUR
Wonderland

Jodhpur is the wonderland of mojaris, odhanis (dupattas), spices, leather products and a number of handicrafts. If solid colours, block prints and Rajasthani motifs are your style, then you can find them on anything from wall hangings, bed covers and rugs to clothes at Shri Mangalam in Makrana Mohalla. For a wide variety of dried spices and different flavoured tea, head to Mohanlal Vermohal Spices.



HYDERABAD
Plenty to Shop

"It is only pearls and pearls are all I have to take your heart away..." sang Hyderabad once and ever since travellers to Hyderabad haven't heard the end of who wants how many pearl sets in the family! Laad Bazaar is famous for Hyderbadi pearls and semi-precious jewellery. Besides jewellery you can buy Hyderabadi Khara dupatta, antiques and electronics from Abids and Begum Bazaar. Inorbit Mall in Hyderabad is an opulent mall with hundreds of shops.

Key: Shopping brings people closer and it says that you care. Think for yourself, between a candle-lit dinner and a shopping trip, what would surprise and make your lady love happier? Imagine the brownie points you earn on just remembering to pick up a pair of earrings, a watch or a lipstick, even on a rushed business trip.

MYSORE
The Royal City

Rich cuisine, ornamental palaces, beautiful gardens... everything in Mysore has a laid back charm that reflects the city's royal heritage, and shopping is no exception. From intricate and authentic Mysore paintings, to vibrant silk saris and an unimaginable variety of sandalwood handicrafts, shopping in Mysore is a treat for every art enthusiast. Read about my shopping rendezvous in Mysore, here.

Tip: Overwhelmed by the vibrant markets, a variety of products at local shops and dirt cheap prices in Mysore; one has to admit that not everything can be found on the Internet and that's what makes it worth it.



CHARMING FASHION



CHARMING FASHION

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