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Carrier Choices

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The Garden City does not have as many gardens anymore. Instead, there is a flourishing growth of swanky destinations and luxury malls, which have found patrons in the city's elite. Sohiny Das travels to Bengaluru and meets six socially prominent ladies who differ in their professions, lifestyles and sartorial choices, but share a common luxe interest – a legend called Louis Vuitton

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CRAFTY CONNOISSEUR ANJUM JUNG *Entrepreneur*

She is puzzled about being requested to be a part of this feature ("Why me?") but is thrilled to wear her latest Anamika Khanna ensemble and "my new diamond chandelier earrings." Initially somewhat self-conscious, Anjum Jung slowly finds comfort in a pair of "sexy" Louis Vuitton heels and an enthusiasm towards the photoshoot process. "Be natural and confident," our photographer encourages, "Like you own this place..."

She does own the place. Her home is tastefully done up with artefacts and souvenirs from her many travels, antique furniture and her prized collection of art is displayed with pride. Among the many framed masterpieces (add to that some "stored" work), there are a couple of Husains, a very large Paresh Maity, and our photographer delightfully discovers a work of his own father, painter Yusuf Arakkal. "When my husband and I got married, we didn't have the money to buy art," she tells us. "But slowly, we started collecting. Art is very important to us. It's not just a passion, but a necessity."

Her other passion is her work. Coming from a prominent construction family (with projects covering much of Bengaluru's area), an inclination towards designing spaces was a natural extension. She set up Morph Design Company, the interiors subdivision of the Prestige Group, and has taken on residential and hospitality sector projects. Bengaluru still has the luxury of space, in comparison with other cities, and the sprawling mansions are a great canvas for her skills. "Yes, it is a very different city from what it used to be," she says. "Not so green; the weather's changed. But it still has a lovely, cosmopolitan mix of people."

Jung is a cosmopolitan woman herself, well travelled, a mix of affluent assurance, earthy charm, an easygoing temperament and a desi-ness that is reflected in the rich tones of her living area and the crafty elements of her wardrobe. "I'm quite ethnic in my dressing," she says. "There's a traditional touch to most things that I pick up." Even her personal LV ballerinas have a somewhat mojri look. In the comfort to style ratio, she leans more towards the former, but after the exercise in the super elevated Vuitton peep-toes and the Khanna stretch leggings, she is a little more inspired to bear the discomforts of fashion. Descending to ground level after parting with the multistoreyed heels, she observes, "Maybe I should try this rock-star look more often. I think I had fun."