



MEGHNA RITA RAI MEDHI

Bridging the Trend with the Tradition

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Fashion Designer Meghna Rita Rai Medhi has become the brand name of the modern fashion industry in Assam. Meghna, also known as Mehjabeen Ershad, has carved out a niche for herself in the fashion industry and has become a household name across the northeast, as one of the new women's best wear designer.

Born on 28th December in the District of Tezpur, she is elder to her brother in the family of two siblings. She did her schooling from Hemlata Handique School, Jorhat and college from Handique Girls' College, Guwahati. Her father was a doctor from North Lakhimpur and mother a homemaker. Though she has come from a family of doctors and lawyers, she realized at an early age, that she had an artist in her. She liked designing clothes for herself as well as for her friends in her school and college days. She also played the lead role in an Assamese feature film 'Maa', way back in the 80's.

Meghna says, she was always dazzled by the looks of Lady Diana and the way Diana dressed. And this

prompted Meghna to do something beautiful in life. And so she started designing beautiful clothes, which would make people look beautiful. Something which started as a passion, later became her profession.

Meghna has put up fashion shows all over India – in Chennai, Patna, Kolkata, Chandigarh, Lucknow, Nagaland, Shillong and many places in and around Guwahati. Her first show was at Hotel Brahmaputra Ashok, in the year 1991. Although, it was not much of a success, it did not deter her back. She kept on having shows in different parts of India, also learnt from them and now she is a reputed entrepreneur of the north-east fashion industry.

Success, name and recognition, she has not achieved overnight. Struggle began right from her school days since her family always wanted her to become a doctor or a lawyer or a teacher. Trying to be a designer was not considered good at that time. But she wanted to do something different, something on her own, which would not only bring name and fame for her but more importantly would give her an opportunity to express herself beautifully and artistically. So she set on her mission to succeed in an untrod world and find a place for herself in the society. Although in the beginning, her parents were a bit sceptical of what she was doing, later they extended their support in all respects, realizing her confidence in what she was doing. Her husband, who is into event management, is her greatest support. Although she is not professionally trained in this field, she has learnt it every possible way. Her artistic bent of mind, confidence in herself and willingness to learn with an open mind are the key to her success.

Today, she designs clothes and runs a boutique at Uzan Bazar, all on her own. She successfully caters to the needs of the office workers who want to look stylish, the socialites, the homemakers, as well as the brides who want to look gorgeous. Meghna sells much more than clothes. She sells the concept of sophistication, class and taste. Her clientele has been responding to her cool, elegant, feminine designs which very much reflect her taste. Meghna always had a dream of opening a designing school, which she successfully launched by the name NEIFT (North East Institute of Fashion Technology). She is the vice president of the institute and she runs a course of two years, divided into six semesters, with a student strength of 21. Her institute has guest faculty with degrees from NIFT and other recognized fashion institutes. Her Vision to make it big in the fashion industry keeps her going. She can be called a revivalist in the fashion scenario, where she has successfully bridged the gap between the modern and conventional styles. Though she had a humble beginning, she has earned a lot of reputation today, and has successfully established a brand of her own. □□