

Bespoke Henna by Farrah Azam

Creates incredible henna designs that go far beyond the body...

Signature Style

Since the inception of Bespoke Henna, I have had a distinct aim to challenge the age old associations of henna being used simply as body art and to bring the beauty of henna to people in a unique and contemporary way. My idea of achieving this was to reproduce the intricate henna designs onto products so that the beauty of these designs can be appreciated for a lifetime. It is vital that each product has its own unique identity by being tailored to each client's requirement creating a truly exclusive product. Each design is painted with careful attention to detail using natural henna and acrylic paint, which is then decorated with various embellishments including Swarovski crystals. The innate charms of these designs are inspired by my travels to destinations rich in artistic culture including Turkey, the Middle East, Asia and North Africa. I have infused contemporary western with traditional eastern cultures to broadly encapsulate the cosmopolitan nature of henna. By paying homage to a wide range of cultures in my work, I hope to change people's perception of henna so that its unique beauty and charm can be appreciated by all cultures. I find inspiration in a wide range of places that can be anything from the distinct architecture on a Mosque minaret, to the hand cut tile in a hotel washroom. I constantly strive to diversify my portfolio to keep up with



Farrah Azam reveals her love for canvases and decor



Prices:

- Candles from £8
- Canvases from £18
- Mirrors from £18.50
- Guest books from £21
- Musical instruments and wedding decor prices vary depending on the size

Outfit: Sari • Necklace : (long) Yash Jewellers (short) Kokku • Earrings: Nargis Collections • Hairpiece: Yash Jewellers • Ring: Kokku • Props: TSV Events

the dynamic nature of the industry. These include everyday household decor items such as canvases, candles and mirrors to more outlandish items such as musical instruments or recreating my designs onto fabric. At Bespoke Henna we strive to meet and indeed exceed your expectations.

Trends 2013

Brides have a lot of control over what they want and how they see their wedding day. This is the day every girl dreams of and so naturally she wants it to be perfect. A vital part of this is the decor and my product designs are tailored to capture the important aspects of the special day. The trend is about embarking on the journey of married life with these priceless memories. Henna is a big part of any Asian wedding and is not just special on the body. Brides are opting for more contemporary designs whether that

be on the body or decor and therefore my diverse designs suit the current market trend. You also have the unique opportunity to personalise your gift. This can be anything from a religious verse or a poem painted onto a canvas to hand painted wedding albums, guestbooks and invites. My passion flows onto more alternative accessories such as wedding favours for your guests. My product range is fit for purpose and I cater for a wide range of occasions.

Bridal Henna / Body Art

I take a unique approach in incorporating an east meets west concept. I use body paints, glitter, Swarovski embellishments and real silver for my body artwork. Contemporary brides have moved from just having henna on their hands and feet; they'll often go as far as opting for the face and neck for smaller and more understated designs.

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