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# BOLD AMBITION

*When two fashion buyers realised their friends loved their vintage fair finds, but didn't have the time to source them, they launched Biva. No longer just a fashion pack favourite, the label is enjoying sell-out success...*

**L**ordin College of Fashion graduate Hemanta Roy, 29, and Chiranjeev McChoksy, 28, quit their jobs as buyers at A&P in 2015 and four months later Biva was born. "I had summer to spend every single day walking fashion editors, showing them our samples," Hemanta tells IFM when we meet the duo at their small news headquarters in south-west London. "The skirts, dresses and tops made from high-quality hand-painted silk became an instant hit with fashion leaders." As they built a list of 100 people thought they were over well-known brands, they saw one come in the fashion industry. "I saw that's what the case was with people like (in Cheshire) and (in London) (where I'd read)." Hemanta and Chiranjeev's vision was to create vintage-inspired, hand-printed pieces with affordable price points. "We had six



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