

# Ahluwalia

Priya Ahluwalia follows the success of Sweet Lassi with the release of her second book, Jalebi, a limited-edition photography tome, photographed by Laurence Ellis, that traces several strands of the designer's work and what it means to be a young mixed heritage person living in modern Britain.

Through photographs that move 'back and forth between the imagined and real', Ahluwalia explores the rich world of her roots, growing up regularly visiting Southall, Britain's first Punjabi community. Each image weaves into the everyday lives of the people who pass through Ahluwalia's eyes – representing the beauty of diversity and how immigration enriches lives and community.

The theme of family is at the heart of the Ahluwalia brand. Old family photographs paint pictures of lives lived by Ahluwalia's loved ones.

Photographs are lovingly composed next to extracts from an interview Ahluwalia carried out with her Nana about the Ahluwalia family experience between India and Britain.

Each photograph reveals Ahluwalia's world in a similar way to how her designs colourfully fuse the recycled and found garments she acquires.

One of London's brightest creative talents, Priya has set out to create works that engage our capacity for thinking as well as feeling, and provoke a positive dialogue around diversity, sustainability and the playful nature in which her designs physically bring together the global north and south.

The book launch has been supported by Chameleon Visual who have created a 3D, VR exhibition, allowing Jalebi to be presented in a way that wouldn't be achievable in the real world.

Jalebi is a hard-back book, comprised of 100 pages and will be available to buy at the launch event and online at [www.ahluwaliastudio.com](http://www.ahluwaliastudio.com)

All profits from Jalebi, along with the photographic print sales, will be donated to the Stephen Lawrence Charitable Trust and to Southall Black Sisters.

## Credits:

Photography: Laurence Ellis

Art Direction: Jaime Perlman

Styling: Riccardo Maria Chiacchio

Casting: Troy Casting

Digital Exhibition Space: Chameleon Visual