

Q & A With Indu Arora of Rockchiq

Indu Arora of Rockchiq Tells Us About Her Inspiration, Designs, And Plans In An Exclusive Interview!

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Rockchiq may have been launched in 2008, but Indu Aurora (The Rockchiq Designer!) is certainly not a newbie! In an exclusive interview with JoonBug, Indu gave us some insight into her inspiration, designs, and plans:

ML: Where do you get your design inspiration?

Indu: I came to this country in 1998- it was a great year. I'm inspired by Sex and the City. I also love colors and fun, young designs.

ML: How did you get into designing?

Indu: Before I launched Rockchiq, I was freelancing. In 2008, I was so passionate, I just had to launch the line already! People saw it, and that they liked it. That definitely boosted my inspiration. I launched a sample collection and I never stopped.

ML: How would you describe the Rockchiq Style?

Indu: Rockchiq is an urban clothing line. Its sophisticated, edgy, and unique. It also has a lot of fun patterns.

ML: What are you planning next for Rockchiq?

Indu: I'm planning a Resort Collection, a Bridal Collection, and a Swim Collection. I'm also planning to

make a line using only black and white, which I'm looking forward too! I want to collaborate with designers to put on more fashion shows, so I can market Rockchiq towards buyers.

ML: How does Rockchiq fit in with San Francisco fashion?

Indu: San Francisco fashion consists of a lot of party wear, cocktail dresses, leather pants, and dresses. I definitely want to make leather dresses and carry on leather.

Be sure to check out Rockchiq's [collections](#), [online shop](#), and Swim Line launching in April!