



**Priya
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Getting physical

IN THE Asian community, sex is such a taboo word that people shy away when it comes to talking about it apart from as a necessity to making babies. Even in Bollywood movies it is always portrayed behind closed doors and considered a bad thing.

However, singletons aware of their sexual urges, think about it differently, and let me tell you, the benefits of making love are immense. For starters it makes you feel really good about yourself.

As women, we can sometimes really feel down about ourselves. It's natural and happens to us all at some point. But one of the ways you can really feel amazing about yourself is getting intimate with your partner and indulging in passionate love-making.

Sex burns calories – in fact, around five calories per minute, so the next time you feel stressed after work then a session in bedroom would be just as good for you as a workout at the gym.

When I was researching this column, many told me that the way they felt after a stress-busting session in the sack easily compared to the same feeling they had after a run or weight-lifting session.

After you have improved the way you feel on the inside, the benefits it has on the outer you are also great. It releases endorphins, boosts your immune system and even lowers blood pressure. And don't forget, it leaves you with a glow that makes your skin look fabulous.

Women love sex as much as men and therefore it can be a real confidence booster when you're feeling down. Ladies, I'm going to let you into a secret – men don't really care about your love handles; in fact they love them and adore a butt that jiggles. All those bits you hate, a man loves.

The next time you don't feel great with your body, grab your partner, head into the bedroom, turn the lights down low, turn on some R Kelly, put on your sexiest lingerie and get busy. Trust me, you'll feel great afterwards because the confidence boost you get from releasing those endorphins and seeing a smile on your partner's face is priceless.

Ultimately the intimacy achieved between a man and a woman during the act of making love is very important to the journey of a relationship. It is natural and a basic life need. Whether you are married or not, it shows your compatibility with one another and can take you both to the next level.

People say they try different experiences to 'spice up their relationship' for a reason (because it does). Relationships can get tiring and stressful, especially when you have been together for a while, but just taking small steps to keep the spark alight can lead to a happy you and a happy him.

Fashion with a

SHREEDEVI CHOWDARY REVEALS THE INSPIRATIONS BEHIND



ELEGANT:
Actress
Madhu
Shalini
wears a
Shreedevi
Chowdary
design



by ANJALI MEHTA

THERE is a mini stampede in a five-star hotel in Delhi as high society women rush to pick up an array of stunning creations designed by Shreedevi Chowdary.

The same has happened in other big cities in recent months as one of the best-kept secrets in Indian fashion delights a growing legion of admirers with her regal designs.

The Hyderabad-based entrepreneur and philanthropist turned her hand to designing after being repeatedly asked by women where she picked up the striking outfits she was wearing.

"I was getting stopped all the time at airports, hotels and even when I was rushing for meetings. With the encouragement of my close friends I looked into launching my own label," explains Shreedevi Chowdary.

Impeccably dressed and dripping with the finest jewellery, Shreedevi has a royal air about her and speaks with a genuine love of fashion.

The decision to turn designer two years ago prompted her to create her self-titled fashion label HRH by Shreedevi Chowdary. She learned about all aspects of fashion design and took time to find the best craftsmen. The next step was to assemble a dedicated team and then spread awareness about her brand at exclusive fashion exhibitions.

HRH outfits are rooted in the rich cultural heritage of India and include the finest fabrics along with eye-catching embroidery. Today she has nearly half a million followers on her Facebook page and a rapidly growing list of high-profile admirers. "I wanted to take things slowly to get a feel of the demand, but the response has really been overwhelming and we have been struggling to keep up with the demand," she says.

Shreedevi is the daughter of Venkat Rao, who played Ranji Trophy cricket before becoming secretary of the Andhra Cricket Association for 24 years and then being elected as a vice-president of the Indian cricket board. Her mother Preeti comes from one of the wealthy landowner families and instilled a sense of fashion in her from an early age.

The designer lived in Australia for 12 years, where she did an MBA and worked for a large bank before returning to Hyderabad. Her affluent background meant she was always draped in the finest fashion and this soon turned into a passion. "I always loved dressing elegantly. I think I get that from my mother. When I was growing up, I watched Maharani Gayatri Devi and saw her as my role model. Others who I admired included Princess Grace Kelly and Her Highness Sita Devi, a princess from my region who married the king of Baroda," she reveals.

The regal influences, combined with her upbringing and personal sense of style, inspired the single mother to put the HRH stamp on her