



SABYA

Diet Sabya

Is cut-paste-copy really the best form of flattery? What's the future of Indian fashion in the digital age? And other such truth bombs as *Vogue* listens in on a conversation between industry vigilante **Diet Sabya** and couturier **Sabyasachi Mukherjee**. #Discuss.
By **Akanksha Kamath**

In December 2014, a viral account with all the ingredients to spell D-R-A-M-A came into our purview. Diet Prada—an amalgam of fashion's two greatest additions: Miuccia Prada and Diet Coke. Started by Tony Liu and Lindsey Schuyler as a result of healthy office banter while working at Eugenia Kim, their first post called out the striking similarity between Raf Simons's designs and Prada. A sin pretty high up there in the world of fashion. Later, as *System* magazine brought Raf Simons and Miuccia Prada together for an interview, Mrs Prada addressed the copying conundrum: "I have to say one thing about Raf. Sometimes I think I've had a fantastic idea, and then my team, who know Raf's work so well, say to me, 'Miuccia, Raf already did that before'."

Seven years after Diet Prada's first post, their mission statement of calling out "ppl knocking each other off" has garnered 1.4 million followers, a website full of 'DP' merch, and its very own copy in the Indian sub-continent, Diet Sabya. The Instagram-only account made waves at *Vogue* India's Monday morning huddle with its knack for finding #GandiCopies in the fashion industry. Their greatest feat—nudging emerging designers in the country to adopt extensive research methods. With a little help from its industry stringers that routinely rat out copycats, the account calls out its serial sinners—stylists, celebrities and social media influencers or #Influenzas. But, will the real DS please stand up? "If we told you who we are, we'd have to kill you!" comes their response. "But when we do own our identities, it would be as cover stars of *Vogue*! Wouldn't that be glamorous!" Maybe not a cover, but we did bring together the OG and the copy over an Instagram interview.