



HOUSE OF SHAHANA

In the world of statement fashion, emerging luxe labels are redefining bold design through heritage, craftsmanship, and contemporary flair. House of Shahana India

exemplifies this shift with its new IK KUDI collection—a powerful blend of cultural identity and modern elegance. Known for its intricate zardozi, dabka, nakshi, and resham embroidery, the label transforms traditional artistry into striking, fashion-forward silhouettes. From sculpted fish-cut lehengas and opulent bridal wear to refined anarkalis and Indo-western ensembles, each piece stands out for its meticulous detailing and expressive design language. As new-age couture embraces narrative-driven craftsmanship, labels like House of Shahana lead the movement in creating bold, unforgettable fashion statements.

🌐: <https://houseofshahana.com/>
 📷: <https://www.instagram.com/houseofshahanaindia/?igsh=M3Iza3pkOW5lcWYy>



AMRUT, SURAT

In a world where fashion shifts in a heartbeat, Amrut – The Fashion Icon stands as a testament to timeless elegance shaped for the modern woman. Rooted in craftsmanship and elevated by contemporary design, Amrut brings together rich textiles, fluid silhouettes, and meticulous detailing. From exquisite bridal

lehengas in every budget to graceful sarees and Indo-western ensembles, Amrut curates a world of fashion where every woman finds her perfect expression. Their collections include outfits that transition seamlessly from intimate celebrations to statement-making moments. Welcoming both local clients and NRI clients, Amrut fuses innovation with heritage to redefine occasion wear for the discerning dresser. Each creation feels thoughtfully composed, inviting women to embrace confidence, beauty, and artistry in every step. For those seeking fashion that feels personal yet aspirational, Amrut remains an undeniable destination.

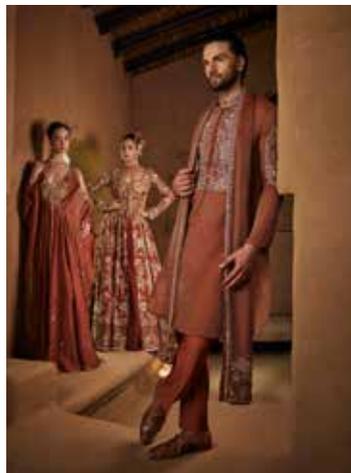
🌐: <https://amrut.co>
 📷: https://www.instagram.com/amrut_thefashionicon/?igsh=ZGZiMzhsYnljZzJy

WEDDING SEASON EDIT: INDIA'S HOTTEST BRANDS AND THEIR 2025 COLLECTIONS

A curated guide to four standout Indian brands, showcasing their latest wedding season collections for brides, grooms, families, friends, and wedding parties

ADITYA KHANDLWL

Write up: Aditya Khandelwl stands apart in a world where couture often shifts between the ornate and the overt — quietly powerful, meticulously crafted, and unmistakably modern. For over six years, the brand's Shahpur Jat studio has drawn brides and couture collectors seeking craftsmanship rooted in Indian heritage and elevated with contemporary finesse. Their new flagship at The Dhan Mill marks a significant evolution: a minimal yet regal space that reflects an Indian-at-heart, global-in-expression identity. This season's collection, SERAPHORIA, reimagines festive luxury through a soft, celestial lens. Intricate embellishment, layered textures, and fluid-yet-structured silhouettes define the edit. Ethereal



anarkalis, modern lehnga-sarees, and effortless sharara-cape sets celebrate detail, emotion, and timeless sophistication – embodying the future of modern Indian couture.

🌐: https://www.adityakhandelwl.com/?utm_source=ig&utm_medium=social&utm_content=link_in_bio
 📷: <https://www.instagram.com/adityakhandelwl/?igsh=MXc0bmg0cXp5aXZ1>

Panna

Rooted in a century-old legacy, Panna is one of India's most enduring heritage fashion brands, celebrated as the Nation's Vintage Brand. Its aesthetic blends timeless craftsmanship with modern sensibilities, creating pieces that feel personal and beautifully contemporary. Across its 10+ Delhi NCR stores, each reflecting a warm, royal ambience—and an expanding online presence, Panna offers a seamless destination for festive and celebration wardrobes. Its ethnic collections span pre-draped sarees, classic drapes, readymade suits, unstitched sets, and festive ensembles in rich Banarasi silks, heirloom Kanjivarams, designer sarees, and party-wear classics.

Panna continues to redefine ethnic celebration wear with vintage charm.
 🌐: <https://thepannashop.com/>
 📷: <https://www.instagram.com/panna.in/?igsh=MTBrMDB3ZGN4eDg2cw%3D%3D#>

