

# Bonding Over Fashion

This Raksha Bandhan, celebrate in style by choosing outfits that reflect the love between siblings.

Text ✧ Bindu Gopal Rao



PHOTO: CHARU AND VASUNDHARA



PHOTO: ASHA GAUTAM

Traditional Indian fabrics and crafts are taking centre stage this year, driven in part by a growing awareness of India's artisanal heritage and its transformative contributions to the world of fashion. Experts weigh in.

### Colour Coded

With the influx of Western fashion and silhouettes, the prevailing trend will continue to be one of fusion, merging Indian motifs and embroideries with Western cuts. Subtle mirror work, bold coloured motifs on muted fabrics, and clean contemporary looks will rule.

"Bold, monotone colours will continue to have a strong hold on traditional wear, with lightweight handwoven textiles such as Chanderi tissue silk and organza being favoured over heavier weaves. Since Raksha Bandha happens during the monsoon months, the lighter fabrics with feminine, flowy silhouettes for women and solid-colour shirts and kurtas for men will be preferred. The combination of sequins with pastel colours for the sophisticated look is passé; it's either the mocha mousse colour or the play of one bold colour on the outfit that are hot sellers," says Niti

Gupta, Luxury Style Curator, Founder & Creative Director of The AFRA World, and Curator of the NIFT Alumni Networking Group (NANG).

PHOTO: DOLLY J



For men, limited-edition *matka* silk kurtas and jackets echo the elegance of the women's line, featuring *ari-tari* and threadwork embroidery that mimics woven textures. The colour palette is more muted but remains stylistically cohesive, making the ensembles perfect for sibling or couple twinning looks," says Gautam Gupta, Creative Director of Label Asha Gautam.



Brocade and velvet are winter fabrics and far too heavy for Rakhi. Instead, go for soft, clean lines and colours and add boldness through accessories, such as heavy sequined clutches in funky shades, a statement traditional neckpiece, tribal accents or blending a flouncy silhouette with minimalistic jewellery that are the go-to style cues this year.

### Now Trending

Asha Gautam's latest festive collection blends artisanal weaves with delicate embroidery and fluid silhouettes, creating occasion wear that is both elegant and effortless.

"For women, light lehengas and anarkalis crafted from Bandhani, Ikat, Patola, and Paithani take centre stage, enhanced with organza dupattas delicately embroidered for a distinctive touch. These pieces are ideal for intimate celebrations where comfort meets understated glam. Fusion festive wear is seeing a surge in popularity—think bustiers with dhotis, long jackets over shararas, pants paired with embroidered blouses or capes, and even structured blazers worn over light lehengas, all in bright pastels and breezy silhouettes.



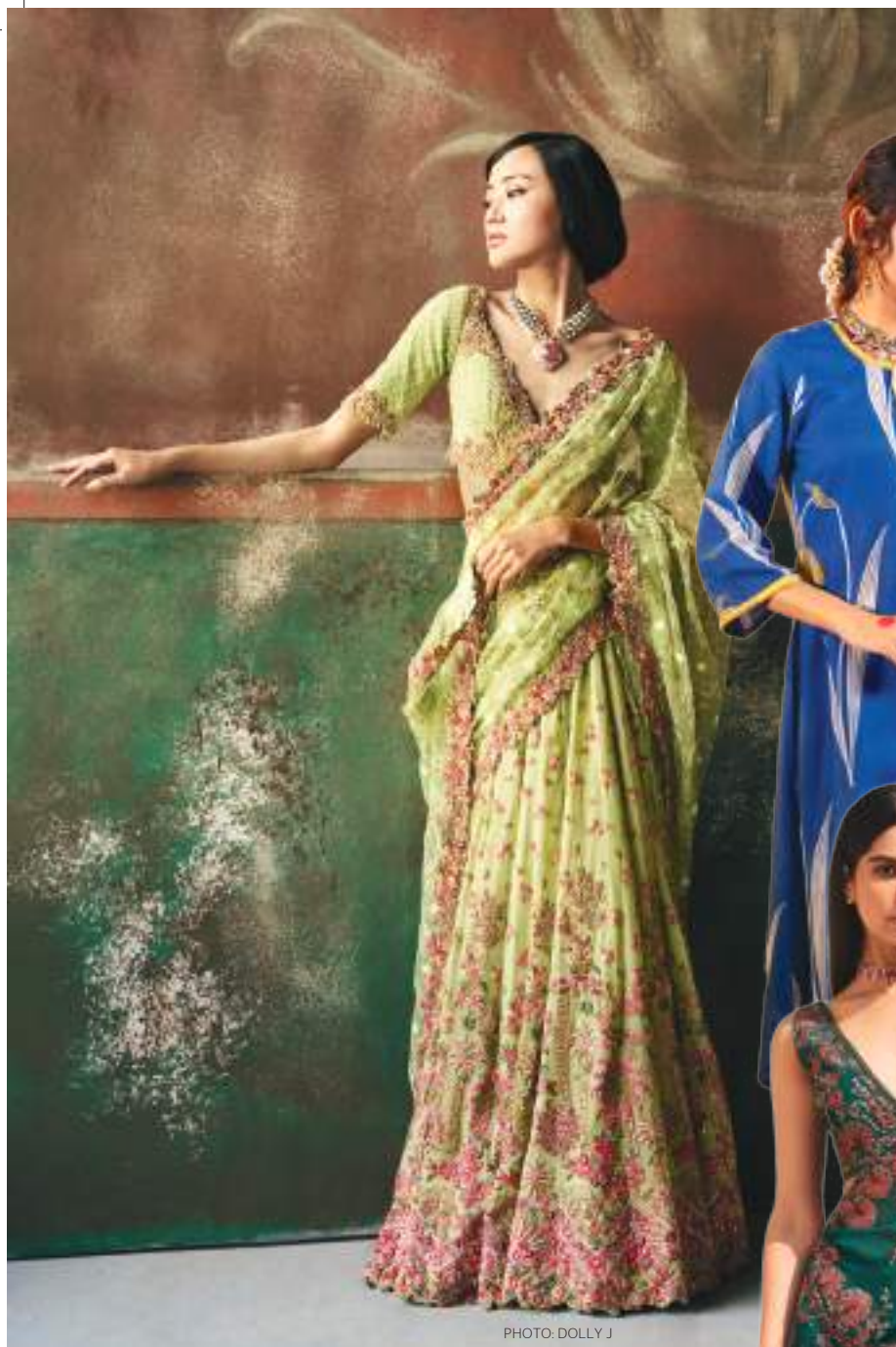


PHOTO: DOLLY J

### Material Matters

Festive fashion is now leaning into effortless elegance. Lightweight fabrics like organza, georgette, and textured silks are in focus. They are perfect for garments that move with ease yet hold their shape beautifully.

“Silhouettes are fluid but refined; cape jackets, belted overlays, and sculpted co-ords are trending for women, while men are opting for tonal kurta sets with minimal layering and clean cuts. The emphasis is on thoughtful detailing, structure and outfits that feel celebratory without being over the top. It’s festive dressing that’s as personal as the occasion itself,” says Preeti Jain Nainutia, Founder of Nirmooha

Archana Choudhary, co-owner, Pomcha, adds, “At Pomcha Jaipur, menswear is not merely about apparel—it’s about reclaiming Indian masculinity in the form of classic craftsmanship, sophistication and comfort. For Raksha Bandhan 2025, our men’s collection is a fusion of ancient Rajasthani craftsmanship with modern tailoring, rendering it ideal for young boys as well as discerning gentlemen.”

### Neutral, Not Boring

Vasundhara, Creative Director of Charu and Vasundhara, shares, “Men are gravitating towards breathable fabrics with a refined finish—think cotton-silk, tussar linen and slubbed Chanderi. Cuts are becoming more contemporary, with side-tie kurtas, asymmetric bundis and trousers tailored like formalwear. These offer comfort for home rituals while still photographing beautifully for all the sibling selfies!”

For women, we’re loving organza and lightweight georgette, especially when adorned with botanical hand embroidery or mirror accents. Silhouettes like flared kurtas, cape dupattas and fusion co-ord sets are having a major moment.”

Megha Kacholia, Co-owner of Heeposh, adds, “For men, cotton-silk kurtas in earthy tones, printed Nehru jackets and asymmetrical cuts are gaining popularity. There’s a growing preference for breathable fabrics with handwoven textures.”

PHOTO: HEEPOSH



PHOTO: DOLLY J

PHOTO: ASHA GAUTAM



PHOTO: POMCHA JAIPUR

## Be You

Festivals like Raksha Bandhan today are all about embracing personal style with a touch of tradition. There is a growing desire to feel more connected to what we wear, both emotionally and culturally. People are seeking garments that are light, layered, and lasting. There is also a shift towards gender-fluid styles and mix-and-match separates that can be worn beyond the festivities.

“We are seeing a move towards artisanal clothing, pieces that tell a story. For women, hand-painted sarees, organza drapes and lightweight embroidered suits are in demand. Men are opting for textured kurtas, linen shirts with subtle embroidered details and bandhgalas in muted pastels,” says Devina Malhotra, Founder, Label Devina

Festive fashion is now all about ease, with elegance made for meaningful moments and modern celebrations. “For women, silhouettes like shararas, belted anarkalis, cape kurtas and pre-draped sarees are taking centre stage, elevated with jewel tones, handcrafted textures and tone-on-tone embroidery. For men, the focus is on soft-layered kurtas, open jackets and embroidered Bundis in rich monochromes and Kashmiri-style thread work,” adds designer Dolly J.



PHOTO: LABEL DEVINA

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## Style File

Fluidity is essential when it comes to cutting and silhouettes.

“We are experimenting with double-layered bandhgalas, asymmetrical hemlines and anti-fit kurtas for men, which give traditional styles a contemporary twist. Flared designs that allow for both movement and elegance, such as cape-style blouses, draped skirts and tiered anarkalis, are popular among women. Gender-neutral designs and hybrid separates that combine traditional craftsmanship with urban sensibilities are also becoming more and more popular,” says Ravi Gupta, Creative Designer & Director, Gargee Designers.



PHOTO: CHARU AND VASUNDHARA

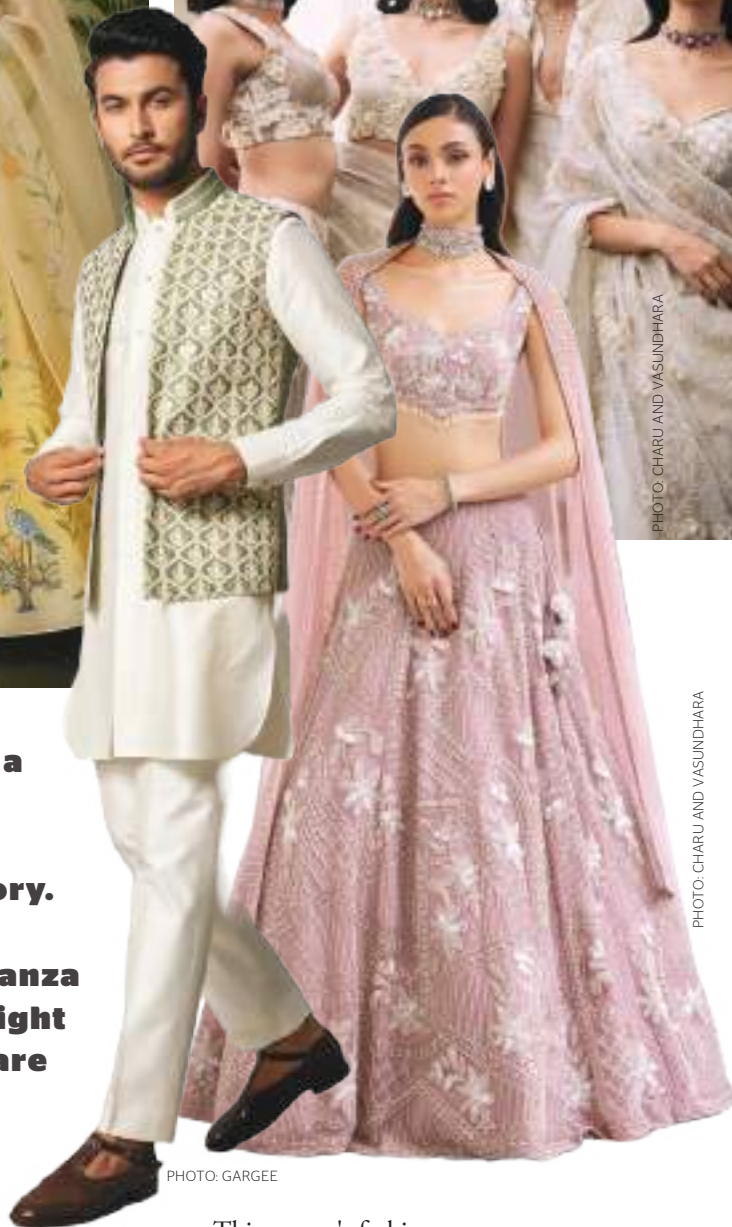


PHOTO: GARGEE

This season's fashions centre around light, airy fabrics with a celebratory sheen. Samiha Jha, Director & Co-Founder, Sammyukk, avers, “Asymmetrical hems are in vogue, providing comfort and a streamlined look. From puffed sleeves to straight pants and pleated skirts, the silhouettes of this Raksha Bandhan all revolve around movement, comfort and low-key festive sheen.”

Festivals like Raksha Bandhan today are as much about expressing personal identity as celebrating tradition. This is where artisanal fashion is making a strong comeback. So, dress up and celebrate sibling revelry with a fashionable twist. ✨



PHOTO: SAMMYUKK