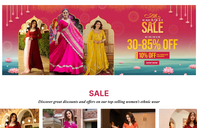
NEW ARRIVALS

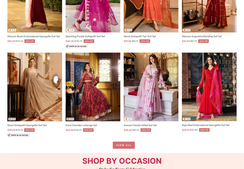
Shop our all new styles in ethnic and contemporary fashion for women

VIEW ALL



SALE

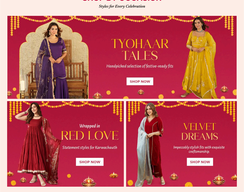
Discover great discounts and offers on our top selling women's ethnic wear



VIEW ALL

SHOP BY OCCASION

Styles for Every Celebration

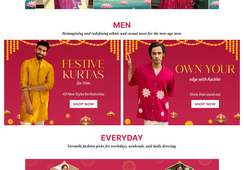


CELEBRITIES SPOTTED

Discover the looks worn by the top celebrities and style icons.

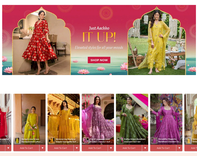
MEN

Reimagining and redefining ethnic and casual wear for the new age men.



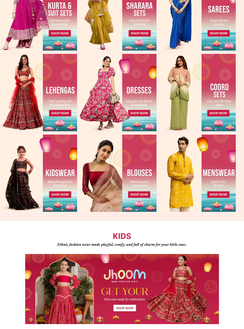
EVERYDAY

Versatile fashion picks for workdays, weekends, and daily dressing.



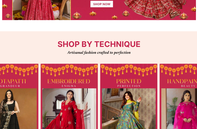
SHOP BY CATEGORIES

From festive fits to everyday styles, discover our entire range for women, men, and kids fashion.

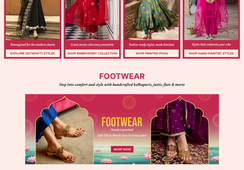


KIDS

Ethnic fashion wear made playful, comfy, and full of charm for your little ones.

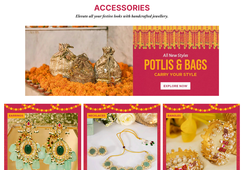


SHOP BY TECHNIQUE



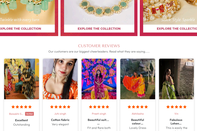
FOOTWEAR

Step into comfort and style with hand-crafted kolhapuri, juttis, flats & more



ACCESSORIES

Elevate all your festive looks with hand-crafted jewellery.



CUSTOMER REVIEWS

See customers wear our elegance: real reviews, Real Good Fits, real styling.

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