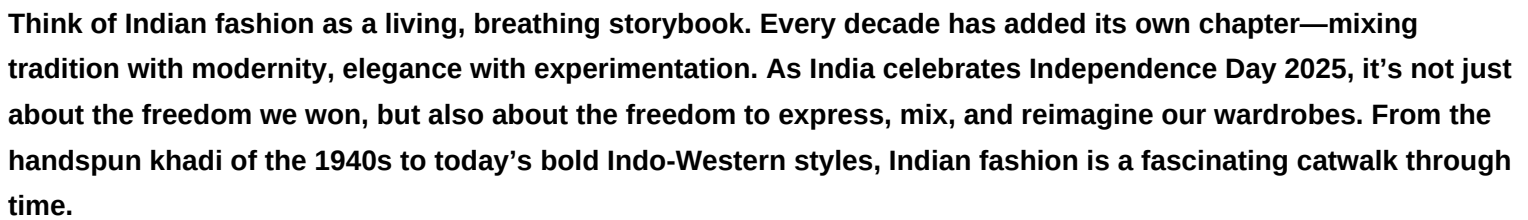


Published on 16 Aug 2025 | By IFI Correspondent



Right after independence, fashion became a movement. **Khadi and handloom textiles** symbolized self-reliance, dignity, and cultural pride. Women embraced muted sarees, crisp cotton kurtas, and functional weaves—practical yet patriotic.

With Bollywood rising as a style powerhouse, chiffon sarees, bouffant hairstyles, and winged eyeliner defined the era. Women embraced sleeveless blouses and bold prints, while men experimented with flared trousers and wide collars.

Disco, Doordarshan, and drama dominated fashion. Think **shoulder pads, sequins, metallics**, and oversized sunglasses. Sarees continued their reign, but shiny synthetics with bold borders stole the spotlight.

Satellite television exposed India to the West. **Denim jackets, crop tops, and high-waist jeans** became mainstream while Madhuri Dixit and Shah Rukh Khan popularized everything from embroidered lehengas to leather jackets.

The 2000s: The Bling Decade

Karan Johar films and reality TV turned “more is more” into the mantra. Low-rise jeans, halter blouses, and Swarovski-studded bridal wear dominated wardrobes. **Bling was everywhere.**

The 2010s: The Influencer Era

With Instagram and fashion bloggers, trends shifted overnight. Pastels, minimal lehengas, bohemian kurtas, and **sustainable fashion** began shaping choices. Influencers became as powerful as Bollywood in setting trends.

The 2020s: Comfort, Culture & Conscious Choices

Today, Indian style is all about **fusion and sustainability**. Oversized kurtas with sneakers, gender-fluid bandhgalas, and reimagined regional crafts such as Banarasi, Phulkari, and Ajrakh are not just part of daily wear but also featured on **global runways**.

Why It Matters This Independence Day

India’s fashion journey mirrors its cultural and social evolution. From khadi symbolizing resistance to Indo-Western outfits symbolizing inclusivity, fashion has always been more than clothing—it’s an expression of **identity, pride, and freedom**. As we mark **Independence Day 2025**, Indian fashion continues to inspire the world—blending heritage with innovation, and tradition with tomorrow.

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.