

Janhvi Kapoor Gives Madras Checks a Couture Makeover in Neo-Sari Gown for Param Sundari

Published on 23 Aug 2025 | By IFI Correspondent



Janhvi Kapoor Turns Heads in Madras Checks Neo-Sari Gown for *Param Sundari* Promotions

Mumbai, August 22, 2025 – Bollywood star **Janhvi Kapoor** gave the traditional **Madras checks** a couture makeover, stepping out in a **lungi-inspired neo-sari gown** during promotions for her upcoming film *Param Sundari*, co-starring **Sidharth Malhotra**.

The striking ensemble, designed by **Amit Aggarwal Couture**, was revealed through an exclusive post by anonymous fashion blogger **Diet Sabya**, sparking instant buzz online.

? The Look: Madras Checks with a Glam Twist

Traditionally known for their **vibrant, summery aesthetic**, the Madras checks were reimagined in **pastel and jewel tones**, creating a fresh, fashion-forward vibe. The outfit's silhouette blended **saree drapes with gown-like tailoring**, with pleats and pallu seamlessly fused into a contemporary couture gown that highlighted Janhvi's frame.

? Styling Breakdown

- **Jewellery** – Styled by **Ami Patel**, Janhvi wore a **heritage choker, statement earrings, and a bold ring**, though opinions were divided on whether the jewellery complemented the look.
 - **Makeup & Hair** – Makeup artist **Savleen Kaur Manchanda** gave her **shimmery eyes, winged eyeliner, highlighted cheeks, and glossy pink lips**. Her hair was styled into a **neat bun adorned with flowers**, adding a traditional touch to the modern outfit.
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? Internet Reacts

The internet was quick to respond with mixed opinions:

- Some admired her couture experiment: *"Gorgeous sari."*
- Others were critical: *"Horrible jewellery. Gorgeous sari."*

- A witty comment read: *“My nana used to wear this dhoti.”*
- Another noted: *“It’s giving something, just not sure what.”*

Despite the polarised reactions, Janhvi's **Madras check neo-sari gown** stands out as a bold fusion of **heritage and high fashion**, sparking conversations on how Indian textiles can evolve in contemporary couture.

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