

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

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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.

? 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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