

SYKA: Sustainable Semi-Modest Fashion with Cultural Flair

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In a fashion landscape that often races ahead, SYKA Clothing stands out by moving with both intention and integrity. Founded by sisters Sidra and Kayaanat Sohail Haider, the brand has quickly emerged as a pioneer in India's semi-western, semi-modest fashion movement. SYKA bridges global elegance with culturally attuned design—a refreshing blend of style and substance.

The journey began in December 2024 with a quiet, confident Instagram soft launch of a 12-piece capsule collection. Fast forward, and the brand now showcases around 30 unique designs. From structured separates to flowing silhouettes, every piece is crafted to be lived in, not just shown off.

SYKA's philosophy places the modern Indian woman at its core—fashion that empowers, flatters, and reflects her individuality. Their designs are intentionally inclusive, celebrating diverse body types through thoughtful tailoring and timeless aesthetics.

What truly sets SYKA apart is its ethos of sustainability. The brand already achieves a commendable 95% sustainability by using fabrics like cotton, linen, and hemp. By keeping collections small and purposeful, SYKA curtails overproduction and waste, aligning fashion with environmental responsibility.

With price points ranging from ₹2,499 to ₹7,599, SYKA strikes a balance between premium craftsmanship and accessibility. The palette leans toward dreamy neutrals accented with vibrant pops—versatile enough for workdays, weekends, and everything in between.

The official launch is slated for later this month with an intimate showcase in Lucknow, paired with a digital-first rollout aimed at reaching fashion-conscious audiences across India.

At the helm, Sidra brings creative design finesse, while Kayaanat defines the brand's identity and storytelling. Together, their complementary vision positions SYKA as more than just clothing—it's a statement of empowered, conscious living.