

Masaba's "Patakha" Sari: 275 Hours of Embroidery on Alia Bhatt

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Alia Bhatt, our resplendent screen star, wore **Masaba Gupta's "Patakha" sari**, an embroidery marvel crafted over **275 hours**—a true testament to artisanal finesse and cultural storytelling.

In a visual and stylistic tableau, the sari transported viewers into a world where heritage, colour, and craftsmanship intersect. Its design is anchored in traditional motifs but reimagined through Masaba's bold, contemporary lens.

A Tapestry of Tradition Woven with Time

What took 275 hours of stitching and meticulous detailing manifests in every fold of the sari. Its hem showcases **jharokha motifs**—ornate window frames from Rajasthan's havelis—rendered through fine **appliqué and patchwork**, setting a regal, architectural tone. Meanwhile, **golden buttis** adorn the body, shimmering with understated opulence. A **woven zari border** frames the sari, tethering the composition to centuries of textile heritage. Through the infusion of her signature vibrant pink, Masaba makes the design unmistakably hers.

Styling That Speaks Volumes

Alia's styling refrained from competing with the sari's intricate detailing. She draped it with a **lean, strappy tie-back blouse**, a minimal choice that allowed the craftsmanship to remain the focal point. Her accessories were equally deliberate: **oversized temple-style jhumkas** adorned with elephant motifs—a symbol of wisdom and auspicious beginnings—stood out as the hero piece.

Stylist **Priyanka Kapadia Badani** struck the perfect balance—eschewing a necklace to avoid clutter, she added a **stack of gold bangles** and a **single gold ring**, creating an elegant hierarchy of adornments that felt natural and intentional.

Beauty That Balances the Drama

Alia's beauty was serene and refined. She parted her hair centrally and tied it into a neat bun. A subtle **green bindi** added a dash of contrast. Her complexion glowed with dewy skin, layered with muted pink lips, softly defined lashes, and delicate pink glossy nails. The result: an understated radiance that elevated, rather than overshadowed, the grandeur of the sari.

Tradition Meets Modernity: Masaba's Design Ethos

Masaba Gupta's sartorial sensibility lies at the intersection of tradition and trend. Her saris often marry hibiscus and cow motifs with **zari, patchwork**, and bold prints. The intention is not novelty alone, but the **rediscovery and reinterpretation of heritage** in a way that speaks to a modern sensibility. With the "Patakha" sari, that philosophy materializes in the most vibrant and meaningful way

The Making: A Closer Look at the Craftsmanship

Each element of this sartorial masterpiece speaks to a labour-rich heritage:

- **Healing Jharokha Motifs:** Appliqué and patchwork give form to these miniature haveli windows—an architectural motif deeply embedded in Rajasthani culture.
- **Golden Buttis:** Tiny, metallic floral motifs distributed across the sari, offering a radiant yet refined texture.
- **Zari Border:** The intricate weaving lends structure and traditional elegance.
- **Signature Pink:** A bold brushstroke from Masaba, injecting personality and marking her unique design language.

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