

Mumbai Influencer Reimagines Mom's Saree into Festive Dhoti

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In a heartwarming and inventive fashion moment, Mumbai-based content creator **Bhooshan Malkani** has taken to Instagram to showcase an extraordinary makeover: transforming his mother's golden silk saree into a chic, contemporary dhoti paired with a sleek kurta. His post—timed beautifully for **Ganesh Chaturthi**—has since gone viral, garnering widespread praise for its blend of cultural roots, creative courage, and emotional storytelling.

Tradition Reimagined: The Saree-turned-Dhoti Look

The transformation begins with Bhooshan folding his mother's saree into sophisticated pleats, skillfully crafting a dhoti silhouette traditionally associated with Indian men's attire. He then drapes the saree in an **inverted pallu style**, securing it with a statement brooch for added elegance. The ensemble is completed with a tailored, customised kurta that enhances the outfit's shape and form.

The visual is both nostalgic and contemporary. As the video caption reads:

"They say style is what you make of it... But sometimes, it's what you inherit. This saree has seen her stories, and now it's part of mine."

Viral Impact & Social Response

Within just four days, the Instagram reel attracted over **6.5 million views** and more than **300,000 likes**. Comments overflowed with admiration:

- "So graceful"
- "Prettiest outfit I've ever seen"
- "Peak masculinity"
- "A man of culture and elegance"

The viral reaction underscores not just the aesthetic appeal, but the emotional resonance of reviving a family heirloom in such a poignant form.

Why This Resonates: Heritage, Identity, and Sustainability

1. Cultural Fluidity in Fashion

Bhooshan's adaptation defies norms—showing how a saree need not be confined to traditional feminine styling. Instead, it becomes a fluid, gender-neutral canvas.

2. Emotional Legacy

By reusing his mother's saree, the look becomes imbued with sentimental value. It's more than stylish—it's a tribute. “This saree has seen her stories, and now it's part of mine.” resonates deeply.

3. Sustainable Styling

Upcycling a beloved garment aligns with global calls for sustainable fashion. By creatively repurposing existing textiles, Bhooshan exemplifies environmentally-conscious self-expression.

A Broader Movement: Reimagining Gendered Garments

Bhooshan's look is part of a broader trend: modern silhouettes reinterpreting traditional wear. Designers like **Anamika Khanna** have famously popularised dhoti-style drapes for women, such as the “two-pallu-in-dhoti” sari, indicating how cultural forms can evolve in surprising ways.

Similarly, brands like **Ramraj Cotton** have reintroduced dhotis with functional reinventions, bridging utility and cultural symbolism.