

SIIMA 2025: Rashmika, Urvashi & Allu Define Fashion Royalty

Published on 09 Sep 2025 | By IFI Correspondent



The 13th South Indian International Movie Awards (SIIMA) unfolded at the Dubai Exhibition Centre with dazzling glamour, star-powered performances—and of course, unforgettable red carpet fashion. As Malayalam, Telugu, Tamil, and Kannada cinema came together under one roof, the style quotient soared high, with some looks standing out as defining red-carpet moments.

Rashmika Mandanna: Champagne Dreams in Satin Saree

Award-winning actress **Rashmika Mandanna**, fresh off her Best Actress win for *Pushpa 2: The Rule*, graced the red carpet in a champagne satin saree. The ensemble was a masterclass in understated elegance, with sequined borders shimmering under event lights and a halter-neck blouse featuring an exquisitely detailed back.

Completing the look, Rashmika styled her hair in gentle Old Hollywood-inspired waves and beamed effortlessly at fans. Known for her relatability, she even struck some impromptu selfies, reinforcing her status as both style and cultural icon.

Urvashi Rautela: Bold, Black, and Unapologetic

Stepping into the spotlight with unapologetic confidence, **Urvashi Rautela** chose a dramatic black gown as her statement piece. The sleek bodice featured glamorous golden embellishments that traced across her silhouette, paired with bold cutouts and a daring thigh-high slit. Accentuated by a striking golden sash and a statement neckpiece, her look perfectly balanced sensuality with strength.

Allu Arjun: Velvet Suave Meets Red-Carpet Class

Not to be outshined, **Allu Arjun** made his entrance in a polished black velvet suit. His sophisticated look was elevated with subtle yet bold accessories—a gleaming golden brooch and layered silver chains—over a matching black shirt and tie. The style struck a perfect balance between regal elegance and modern charisma, fitting his on-screen persona to a T.

More Red Carpet Standouts

- **Ashika Ranganath** shimmered in a sculpted gown with an iridescent blue train, a show-stopping look that matched her win as Best Actor (Kannada).
- **Bhagyashri Borse**, the Telugu Best Female Debutant, wore a cream-and-gold organza saree with lavish embellishment that exuded timeless grace.

- **Sushanth A** appeared in an intricately embellished black kurta ensemble, elegantly matched by **Sundeep Kishan's** grey waistcoat and dress pants—a duo blending tradition and tailored cool.

Fashion That Tells a Story

The SIIMA 2025 red carpet wasn't just a style showcase—it was a narrative of identity, heritage, and evolving fashion sensibilities. Rashmika's shimmer spoke of poised glamour; Urvashi's sensual silhouette challenged the conventional; Allu Arjun's velvet layer hinted at timeless sophistication; Ashika's gown whispers of grace; and Bhagyashri's saree was a nod to classic South Indian femininity.

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