

Punit Balana Marks 10 Years With Jaipur-Inspired Show and New Flagship Store

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With a new flagship store and a grand fashion show steeped in Rajasthani heritage, designer **Punit Balana** celebrated 10 years of his eponymous label in true Jaipur style.

Held in the Pink City last week, the milestone celebrations brought together craft, culture, and couture. Balana unveiled his **3,000-square-foot flagship store** at Barwara House, Civil Lines, designed as a tribute to his eternal muse—Jaipur. With terracotta tones, arched doorways, chandi tilla mirror frames, and coin-detail curtains, the interiors beautifully echoed the brand's style DNA while spotlighting local craftsmanship.

The day's festivities began with a traditional **Rajasthani thali meal**, setting the mood for the evening's much-anticipated fashion showcase. Inspired by the architectural grandeur of **Amer Fort**, Balana's **Festive 2025 collection, 'Amer'**, came alive under the stars at the iconic **Rambagh Palace**.

Staying true to his design ethos, Balana reinterpreted regional craft through **chandi tille ka kaam** (a modern take on tikri mirror work), coin embroidery, and delicate gota patti. His signature silhouettes glimmered with Rajasthani artistry, reaffirming his reputation for blending heritage with contemporary fashion.

The show's highlight came when **Ananya Panday walked the runway as showstopper** in a stunning gulabi gulal embroidered silk lehenga. Meanwhile, stars **Bhumi Pednekar, Diana Penty, and Gurfateh Pirzada** cheered from the front row, each dressed in ensembles from the new line.

Balana's 10th anniversary wasn't just a fashion milestone—it was a heartfelt homage to his origin city, his craft, and the muse that has inspired his journey: **Jaipur**.