

Arpita Mehta's 'Ranibagh' Collection Celebrates Modern Brides

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Fashion designer Arpita Mehta recently launched her wedding collection, *Ranibagh*, celebrating the modern bride. The collection reinterprets traditional Indian crafts such as mirror work, bandhani, and jaal embroidery with a contemporary touch. Each outfit highlights a woman's strength and individuality, helping every bride feel like the queen of her story.

A Journey of Evolution

Completing 15 years in fashion, Arpita reflects on her journey as a designer. She follows the principle of "maximalism in minimalism," crafting pieces that last and promote sustainability. Moreover, she views challenges as learning opportunities. Consequently, each collection is carefully curated to refine her signature style while maintaining her distinct identity.

Collaborating with Ananya Panday

Arpita admires actress Ananya Panday, who has inspired many of her collections. Together, they create what Arpita calls "pure magic." The collaboration blends Ananya's personality with Arpita's designs seamlessly. As a result, the outfits resonate strongly with modern brides seeking both elegance and individuality.

The Essence of Couture

For Arpita, couture is more than fashion; it merges heritage with modernity. She believes a wedding look should remain classic and timeless because it creates lifelong memories. Therefore, she focuses on designs that honor tradition while embracing contemporary aesthetics. Ultimately, her creations empower brides, making them feel cherished and confident on their special day.