

Indian-American Duo Celebrates India's Spiritual Heritage at NYFW

Published on 17 Sep 2025 | By IFI Correspondent



At New York Fashion Week, an Indian-American sibling duo celebrated India's spiritual and cultural richness. Through their brand Nazranaa, Shivangi Gupta Singh and Shashank Gupta unveiled Spring-Summer 2026 collection, *Sanskriti*.

Also, the 18-piece ensemble of lehengas and sherwanis became canvases of storytelling, blending couture with heritage.

Shashank Gupta explained their prior NYFW collections were fusion-based. ([theweek.in](https://www.theweek.in)) However, this year, they returned to roots, reflecting his spiritual journey starting in 2019.

Consequently, *Sanskriti* embodies rediscovery of Indian culture and spirituality beyond conventional teachings.

Inspiration: Temples, Texts, and Traditions

The collection draws from iconic temples, religious texts, and festivals like Mahakumbh, Sun Temple Konark, and Varanasi.

Also, it references Lord Krishna's birth, Meenakshi temple, Vrindavan, Ganga Aarti, Tirupati Balaji, celebrating India's living traditions.

Additionally, Gupta credits the 15th-century Sanskrit ambigram, *Shri Ramakrishna Vilomakavyam*, as inspiration for storytelling through fashion.

Shri Ramakrishna Vilomakavyam narrates Lord Ram's story left-to-right, Lord Krishna's right-to-left.

Gupta admired its brilliance and sought to honor the genius via couture.

Hence, *Sanskriti* serves as a tribute to India's literary and spiritual heritage globally.

Showstopping Lehenga: Gayatri Mantra

A highlight is a lehenga inspired by Maharishi Valmiki weaving the Gayatri Mantra into the Ramayana.

It features 24 panels, each beginning with a mantra syllable, followed by corresponding verse and chapter.

Also, the dupatta depicts the sage writing the scripture, creating a moving visual narrative.

Lehengas Reflecting Heritage & Festivals

A Mahakumbh-inspired lehenga digitally prints 660 million pilgrims, enhanced with handwork for depth and shine.

Meanwhile, Varanasi-inspired design includes motifs of the city and Maa Ganga, layered with intricate embroidery.

Additionally, a Meenakshi Sundareshwara Temple sherwani showcases sculptural details, vibrant colors, and elaborate handwork.

Nazranaa

Founded in 2012, Nazranaa specializes in South Asian bridal wear for the diaspora. Also, Shivangi and Shashank aim to blend Indian and US cultures through festive and spiritual storytelling.

They hope youth enjoy Garba or Diwali, promoting India as a spiritual and cultural capital globally.

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