

Bhavani Jamakkalam Shines at London Fashion Week 2025

Published on 20 Sep 2025 | By IFI Correspondent



Bhavani Jamakkalam, the iconic handwoven textile from Tamil Nadu, recently captivated audiences at **London Fashion Week 2025**. Designer **Vino Supraja** presented a collection inspired by these GI-tagged rugs. Consequently, traditional craftsmanship gained global recognition. Moreover, the designs merge culture with contemporary style, highlighting the artisans' intricate work.

The "Weave: A Bhavani Tribute" Collection

Supraja's collection, titled "Weave: A Bhavani Tribute", features handcrafted bags and ready-to-wear garments. By reimagining Jamakkalams into wearable fashion, the designer celebrates India's rich textile heritage. Furthermore, each piece showcases vibrant colors, unique textures, and meticulous detailing. As a result, the collection appeals to both fashion enthusiasts and cultural connoisseurs.

Bags with a Story

The **J Collection** includes signature pieces like the **J Pouch** and **J Clutch**. Each bag incorporates the traditional weaving patterns of Bhavani Jamakkalams. Additionally, they come in shades such as red, green, and purple, reflecting the textile's heritage. Consequently, every bag tells a story of Indian craftsmanship and modern design.

Sustainable Fashion at Its Core

Alongside bags, the collection includes **floral palazzo pants**, **reversible halter tops**, **and checkered shirts**. Importantly, these garments are crafted using **eco-friendly materials**, emphasizing sustainability. Therefore, the line promotes responsible fashion without compromising aesthetics. Moreover, it sets a benchmark for future designer collections integrating heritage craft and sustainability.

Empowering Artisans

By featuring Bhavani Jamakkalam, Supraja supports the **weavers and artisans of Tamil Nadu**. Their skills, preserved for generations, gain global visibility through the collection. Furthermore, this collaboration ensures economic benefits for artisans. Hence, fashion not only celebrates culture but also empowers the community.

Global Recognition for Indian Textiles

The showcase at London Fashion Week highlights **India's contribution to global fashion**. By merging traditional weaving with modern silhouettes, Supraja creates a dialogue between cultures. Consequently, international audiences witness the versatility of Indian textiles. In addition, it inspires other designers to explore heritage crafts in innovative ways.

For more style updates & exclusive fashion stories follow indiafashionicon.com

S EXPRESSED/PRESENTED HEREI REPRESENTATIVE/TRUNAL SAHUJI,			OF INDIVID