

Sourav Ganguly and Myntra Launch 'Souragya': A Contemporary Ethnic Wear Brand

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In a significant move bridging sports and fashion, former Indian cricket captain **Sourav Ganguly** has partnered with **Myntra** to launch **Souragya**, a premium ethnic wear brand. The brand draws inspiration from the rich sartorial heritage of Bengal, aiming to offer contemporary interpretations of traditional designs. Launched ahead of the **Durga Puja** festivities, Souragya seeks to cater to the growing demand for culturally rooted yet modern ethnic wear.

Celebrating Bengal's Craftsmanship

Souragya's collection highlights Bengal's iconic crafts, including **Kantha embroidery**, **Jamdani weaves**, and **Batik printing**. These elements are reimagining through modern silhouettes, resulting in garments that resonate with both tradition and contemporary aesthetics. The brand offers a diverse range of attire, from **kurta sets** and **sherwanis** to **mayurpankh dhotis** and **gamchas**, suitable for various occasions such as festivals and weddings.

Design Philosophy and Aesthetics

Ganguly emphasizes that Souragya is more than just a fashion label; it's a reflection of his deep-rooted love for Indian culture. Firstly, designs are crafted to embody qualities of **power**, **sophistication**, and **timelessness**, drawing parallels to his leadership on the cricket field. Secondly, the brand aims to make traditional Bengali attire relevant to today's fashion-forward generation, ensuring authenticity while embracing modern design elements.

Availability and Future Plans

Currently, Souragya's collection is available exclusively on Myntra, leveraging the platform's extensive reach and design expertise. Thus, the brand plans to expand its offerings to include women's wear in the future, with the vision of becoming a comprehensive destination for premium ethnic wear that celebrates Bengal's artistry.

Sourav Ganguly's collaboration with Myntra to launch Souragya marks a significant step in merging traditional craftsmanship with contemporary fashion. Therefore, celebrating Bengal's rich cultural heritage, the brand offers consumers a unique blend of authenticity and modernity, making it a noteworthy addition to India's ethnic wear landscape.

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