

Safaa's Freesia Collection Brings Childhood Summers to Life in Ethnic Elegance

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Safaa, the contemporary Indian lifestyle brand, has launched its latest pre-festive collection, *Freesia: The Whispers of Summer* — a poetic ode to **childhood nostalgia, warm afternoons, and the gentle joy of memory woven into fabric.**

Airy, Playful & Poetic

The collection embraces **lightweight lehengas, pastel-toned kurtas, and floral-embroidered saris**, drenched in hues of rose-milk pink, pistachio green, and marigold yellow. Founder and designer **Karan Jaggi** describes Freesia as “a love letter to the sisters, cousins, and sun-soaked memories we’ve grown with — garments that feel like a gentle echo of summers gone by.”

Inspired by the Freesia Flower

Named after the delicate freesia bloom — known for its fragrance and association with sunny days — the collection captures the spirit of freshness and grace. Soft **paisley motifs, floral embroideries, and subtle golden accents** add a timeless charm, while contemporary cuts and lighter layering make the pieces perfect for today's celebrations.

Heritage Meets Modernity

While rooted in traditional silhouettes like lehengas, kurtas, and saris, *Freesia* refreshes ethnic wear with **modern proportions, flowing fits, and minimal embellishments**. Crafted by artisans using genuine weaving and stitching techniques, the collection reflects Safaa's ethos of **blending cultural depth with contemporary ease.**

A Pre-Festive Must-Have

From airy lehengas “light as secrets under a mango tree” to pastel anarkalis that balance comfort and elegance, *Freesia* is designed for **warm-weather weddings, festive gatherings, and intimate celebrations**. It speaks to women who want their clothing to hold both beauty and memory.

With *Freesia*, Safaa continues to redefine ethnic wear as **soft, soulful, and steeped in storytelling** — garments that don't just adorn, but **carry personal and collective history within their folds**.

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