

Gauravi Kumari: ELLE cover 2025

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Finally It was raining lightly in Jaipur during the shoot. The rain softened palatial pink stone and shaded the palace grounds.

When Princess Gauravi Kumari entered, there was no loud announcement. Yet her entrance held quiet assurance. However it feels like heritage alive.

Roots And Legacy

Gauravi is the daughter of Princess Diya Kumari. Hence is the granddaughter of Maharani Padmini Devi. Her brother Sawai Padmanabh Singh holds formal title. However, she holds emotional memory of the palace and its pulse.

Fashion As Statement

"Fashion is my way of expressing myself, no matter the environment," she says. Finally for her isn't accidental. It is deliberate.

Also, when she wears a saree abroad, or poshak for an event, she declares identity. After all represents culture with intention.

Living Heritage & Initiatives

Gauravi leads the Princess Diya Kumari Foundation (PDKF). She serves as General Secretary. Meanwhile, she co-runs The Palace Atelier.

Thus Atelier resides within City Palace grounds. It is both retail and cultural hub. It curates craft rooted in tradition. Meanwhile exhibits and collections, including local artisans, it resists letting heritage become static. It reimagines it.

Style & Presence

Her styling was precise, not overdone. The clothes were elegant. Therefore the makeup restrained. She balanced tradition with contemporaneity. She drapes sarees young. Thus experiments with new drapes, unexpected mixes. However, blends personal voice with royal homage.

Also, while in New York for studies, she honed storytelling through craft. Hence global exposure sharpened her vision.

Voice And Values

Gauravi values presence over performance. She insists on authenticity. Firstly they avoids performative gestures. Instead, she chooses what resonates.

Her work uplifts artisans, especially women. She honours resilience, creativity despite barriers. She builds platforms where craft stories flourish. Her heritage includes poshaks, archival garments, ritual practices. She sees them as more than collector's items. They are stories. She wants to preserve artes, not merely display them in museums. She wants them lived, worn, reinterpreted.

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