

Zari Jaipur Makes Mumbai Debut at Vimonisha Showcase, Celebrating India's Textile Heritage

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Fashion enthusiasts in **Mumbai** are in for a treat this weekend as the city hosts a **special showcase celebrating India's rich textile heritage**. **Vimonisha**, a name synonymous with premier fashion and lifestyle exhibitions for over 25 years, has partnered with Jaipur's renowned brand, **Zari**, for an exclusive event at the **Royal Halls, NSCI**. This marks **Zari Jaipur's Mumbai debut**, introducing its celebrated craftsmanship to a new audience.

A Legacy of Craftsmanship

Founded in **2005**, Zari has earned acclaim for its dedication to **Indian ethnic wear**, especially for **bridal and festive occasions**. The brand's hallmark is its focus on intricate hand embroideries such as **zardosi, gota patti, and delicate zari work**. Each garment is a tribute to India's regal past while being designed with **modern women's sensibilities** in mind.

Showcase Highlights

The **Vimonisha x Zari collection** features:

- **Opulent bridal lehengas** that marry grandeur with comfort.
- **Classic sarees** with intricate handwork.
- **Elegant suits and co-ord sets** suitable for festive daywear.

The fusion of **heritage craftsmanship with contemporary trends** ensures versatility, making the collection ideal for everything from grand weddings to intimate festive gatherings. Attention to detail and feminine fluidity remains central to Zari's design philosophy, reflecting why it is revered across India.

Celebrating Textile Artistry

Running from **September 17 to 21**, the **Vimonisha x Zari showcase** is more than a retail event—it is a celebration of **India's finest textile traditions**. Attendees will experience firsthand the **meticulous handwork and artistry** that define

Jaipur’s legacy.

The collaboration reinforces Vimonisha’s role as a **curator of top-tier designers**, bringing them to discerning audiences across the country, while also providing a platform for **heritage craftsmanship to shine in contemporary settings**.

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