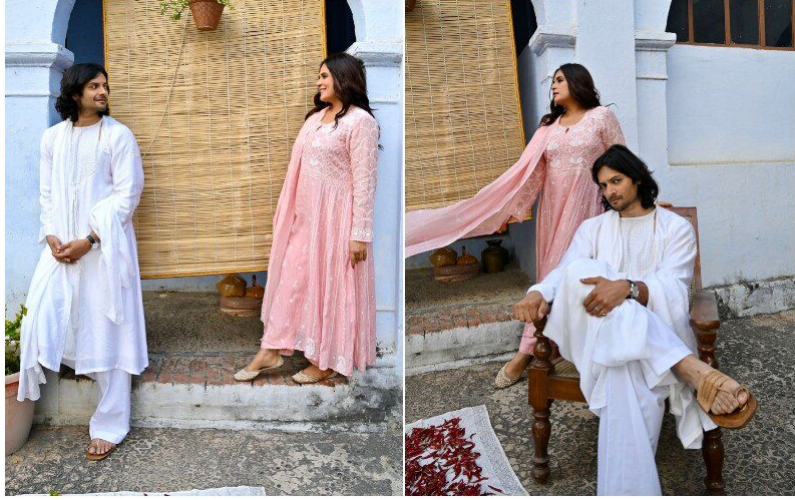


## Ali Fazal and Richa Chadha Launch Ehaab Couture

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Actors Ali Fazal and Richa Chadha have co-founded Ehaab Couture, a fashion label dedicated to preserving and promoting the traditional chikankari embroidery of Lucknow, Uttar Pradesh. In collaboration with Lucknow-based designer Yasmin Saeed, the brand aims to empower local artisans and raise awareness about this intricate art form.

### The Genesis of Ehaab Couture

The idea for Ehaab Couture emerged during the COVID-19 pandemic when the couple learned that many artisan families in Lucknow were facing financial hardships due to a lack of orders. Recognizing the need for a sustainable distribution model, they began supporting these artisans financially and eventually conceptualized a design house to provide consistent employment opportunities. Finally the name “Ehaab,” meaning “the essence of gift” in Urdu, reflects their mission to offer a gift of love through their work.

### Celebrating Traditional Craftsmanship

Chikankari, a traditional form of hand-embroidery, is predominantly practicing by women in Lucknow. While men involving in indigo dyeing and block cutting, women contribute their expertise to the delicate and time-consuming embroidery work. Ehaab Couture focuses on reviving. Therefore, preserving various traditional stitches, such as bakhiya and jaali, which are at risk of becoming extinct. The brand emphasizes the importance of handmade craftsmanship, highlighting that each piece requires two to three months of meticulous handwork .

### The First Collection

Ehaab Couture’s inaugural collection features 18 women’s wear pieces, along with some commission items and a couple of men’s wear looks. The designs aim to introduce contemporary fashion enthusiasts to the rich heritage of chikankari. Thus making it accessible and appealing to a global audience. The brand plans to expand its menswear line in the future, ensuring that the intricate embroidery techniques are showcased across various fashion categories

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