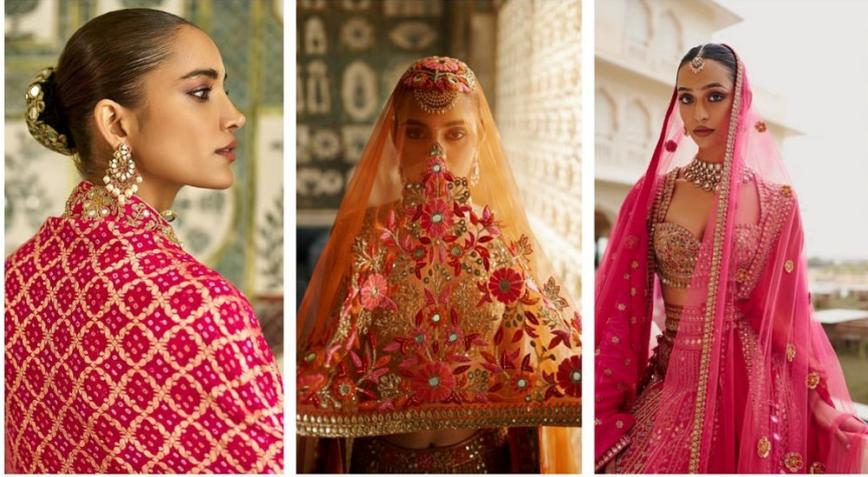


## Arpita Mehta Opens Flagship in Kolkata with Regal Festive Edit ‘Ranibagh’

Published on 22 Sep 2025 | By IFI Correspondent



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Designer **Arpita Mehta**, renowned for her **signature mirrorwork, vibrant palettes, and intricate embroidery**, has officially launched her first **Kolkata flagship store** today. The label arrives in the City of Joy with its latest festive collection, **Ranibagh**, a celebration of bridal grandeur and heritage-inspired opulence.

### A Bride as Queen

“Every collection begins with a feeling—of a woman, her world, and what it means for her to be truly seen and celebrated,” Arpita says. Ranibagh imagines a realm where the **bride is enthroned**, with garments that crown her individuality, elegance, and quiet power. The collection explores the intersection of **heritage and modernity**, creating silhouettes that feel regal yet contemporary.

### Craft and Palette

Ranibagh is a tribute to India’s rich textile legacy, featuring:

- **Mirrorwork lehengas** that scatter light like ancient constellations
- **Katdana, kasab embroidery, and bandhani blooms**
- **Jaal-embroidered dupattas** evoking carved sandstone filigree

The **color palette** is a symphony of moods, spanning **corals, pastels, golds, pinks, scarlet red, and olive green**, balancing festive opulence with refined restraint.

### Bridal Inspirations and Trends

Arpita notes that **reds continue to dominate bridal wear**, with evolving shades keeping the palette classic yet fresh. She cites **Sonam Kapoor** as a style icon for brides and expresses her desire to dress **Ananya Panday** in the future. Essential wardrobe pieces for the season include a **red sari, a gold mirrorwork jacket, and fusion outfits in fondant brown**.

### Kolkata Launch and Future Plans

Speaking about her first store in the **eastern region**, Arpita shares, “I’m thrilled to enter a market where audiences are deeply rooted in culture with a strong sense of fashion and aesthetic.” She also teases an **upcoming international collaboration**, signaling exciting expansions for her label.

Ranibagh blends **heritage craftsmanship, regal inspiration, and modern sensibility**, offering brides a chance to feel celebrated and timeless in every piece.

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