

## Ara Prêt Launches Debut Ready-to-Wear Collection ‘Timeless Elegance’ in Bengaluru

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Bengaluru's fashion scene welcomed a new voice as **Ara Prêt**, the prêt line from acclaimed couture house **Ara Lumiere**, unveiled its debut ready-to-wear collection, **Timeless Elegance**. More than just a fashion launch, the collection reflects a **deep social mission**—empowering women who have survived acid and burn attacks.

### Purpose-Driven Fashion

Founder **Kulsum Shadab Wahab** shares, “Helping with rehabilitation and giving these women a sense of purpose was very important to me. What began as a therapeutic workshop gradually evolved into something empowering. Ara Lumiere has always been a project built with purpose and heart.” Now, with Ara Prêt, she brings **accessible luxury** to a wider audience, retaining ethical and elegant standards while staying true to the brand's roots.

### About Timeless Elegance

The collection balances **contemporary silhouettes with subtle nods to Indian heritage crafts** such as hand embroidery, block printing, and weaving. Designed to cater to a diverse audience:

- **Structured tailoring and sharp blazers** for bold, fierce personalities
- **Soft, feminine dresses** for elegant and understated style
- **Versatile pieces** suitable for office, parties, evenings, holidays, and beach wear

With **over 30 ensembles**, the edit offers a mix of prints, bold colours, minimal pieces, and solid tones, allowing wearers to mix, match, and style multiple ways. Kulsum explains, “We wanted to ensure every woman finds something to wear, whether she prefers bold prints or minimalist elegance.”

### Ethics Meets Elegance

Ara Prêt inherits its philosophy from Ara Lumiere, marrying **purpose-driven initiatives with wearable luxury**. Every piece reflects thoughtful craftsmanship, from subtle handwork to versatile cuts, ensuring the collection is both stylish and socially impactful.

**Timeless Elegance** is not just a debut; it's a **statement of empowerment, inclusivity, and contemporary Indian fashion**.

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