

Priyanka Sarkar Brings Festive Glow to Samant Chauhan's Winter-Festive Couture 2025

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Delhi-based couturier Samant Chauhan has once again captured the essence of Indian craftsmanship with his latest winter-festive collection, fronted by Bengali actor Priyanka Sarkar.

Renowned for his hand-embroidered creations on Indian textiles, Chauhan weaves together **heritage, sustainability, and modern elegance** in a collection that feels perfect for Durga Puja and the festive season ahead. Known for his philosophy that fashion is beyond fleeting trends, he continues to design pieces that embody permanence, artistry, and understated opulence.

Priyanka Sarkar as Muse

The campaign, styled by Poulami Gupta and lensed by Debarshi Sarkar, presents Priyanka in four exquisite looks that highlight Chauhan's layered silhouettes, jewel tones, and intricate surface ornamentation. Her natural charm and body positivity bring a refreshing innocence and elegance to the festive couture story.

"This collection embraces trending colours and rich textures, with an emphasis on layering — perfect for the festive mood," says Chauhan. The ensembles reveal **opulent fabrics, tactile embroideries, and innovative pairings**, ideal for weddings, pujas, and celebratory evenings.

Craft Meets Couture

Each look is deeply rooted in Indian weaving traditions while being globally relevant. Inspired by Bhagalpur weaving and Bengal's rich embroidery, the collection blends **traditional artistry with modern structure**. Bold textures and maximalist detailing are central this season, reflecting the designer's belief that Indian celebrations deserve magnificence.

Chauhan's sustainability ethos also shines through. **"For us, it's a responsibility, not a choice. Craft revival and mindful production are at the heart of what we do,"** he emphasizes.

Festive Must-Haves & Future Plans

From **embroidered lehengas layered with rich textiles** to **pashmina shawls crafted for both men and women**, Chauhan's winter-festive line offers versatile wardrobe staples. Menswear features textured layered ensembles that look deceptively simple yet are crafted with time-intensive techniques.

Looking ahead, Chauhan is set to expand with two new stores in Delhi’s **Khan Market and Mehrauli**, while continuing to reinterpret Indian craft for contemporary audiences.

For Priyanka Sarkar, the edit is a seamless reflection of festive fashion — confident, celebratory, and rooted in heritage. For Chauhan, it marks yet another milestone in his journey of championing Indian textiles and craftsmanship on a global stage.

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