

Naarangi Unveils 'Chaska': A Flavourful Summer Collection Inspired by Indian Cravings & Nostalgia

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Naarangi — Hindi for orange — has quickly carved its space as a conscious clothing label celebrating vibrancy, joy, and ease. Rooted in India's spirit and crafted from locally sourced fabrics, Naarangi thrives on small-batch creations designed for guilt-free rest and playful living.

Carrying forward its philosophy of *style meeting soul*, Naarangi now introduces its newest drop — **Chaska**. Much like its name, the collection is an ode to cravings we always return to: tangy pickles, jamun-stained summers, and the nostalgia of nani's kitchen. With silhouettes that are light, fluid, and body-positive, *Chaska* transforms those flavour memories into wearable stories of Indian childhood and womanhood.

? Flavours You Can Wear

From the **Kokum Crush Saree**, which feels like a tangy sorbet on a hot afternoon, to the **Jamun Jalsa Dress**, syrupy, rich, and indulgent, the pieces blur the line between food memory and fabric. Meanwhile, the **Nimbu Twist Dress** pops with zest, like a glass of masala soda on a sticky day — reviving and cheeky in equal measure.

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? Fashion Rooted in Memory

Speaking to *IndiaFashionIcon.com*, founders **Rudrakshi Sukhija and Ishita Shah** revealed that the collection borrows from train journeys, childhood treats, and nani's aluminium tiffin boxes filled with aam panna. These moments, they say, became the palette for *Chaska*'s bold hues, drapes, and detailing.

"We weren't just dressing the body, we were trying to dress moods, memories, and personalities," shares Shah, describing the mix of airy silhouettes with bold structures that reflect the contradictions of Indian summers and womanhood itself.

? Playful Yet Poised

Traditional elegance meets playful design in *Chaska's* feather-light saris with reimagined blouses, and shirt dresses in juicy tones finished with beadwork. Each piece carries the **duality of sweetness and spice** — nostalgic but modern, soulful but chic.

With *Chaska*, Naarangi once again redefines **slow fashion through storytelling**, offering clothes that don't just fit the body but echo the heart of Indian summers.

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