

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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