

Shilpa Shetty Kundra Unveils 'ROAR': A Bold New Saree Collection

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Shilpa Shetty Kundra has partnered with Aza Fashions to launch 'ROAR', a designer saree collection that reimagines the classic Indian garment with contemporary designs. Therefore the collection features bold animal and botanical prints, including zebra, tiger, cheetah, and tropical motifs, offering a modern twist on traditional sarees. Each piece is designed to empower women, blending strength, grace, and individuality.

Inspired by Personal Legacy

The inspiration behind ROAR stems from Shilpa's personal style and her mother's legacy. Known for her innovative approaches for saree. Shilpa often experimented with traditional Kanjeevaram sarees. Thereafter pairing them with lycra blouses and unique drapes. Firstly spirit of experimentation and elegance forms the essence of the ROAR collection. Shilpa explains, "For me, the saree has always symbolized grace and strength. Finally together with Aza Fashions for ROAR gave me the chance to re-envision it for women today. Therefore bringing relevant, versatile, and unapologetically bold, yet soulful at its core."

Key Features of the ROAR Collection

- **Pre-Draped Sarees:** Combining traditional drapes with modern convenience. Thus these sarees offer the elegance of a classic drape without the hassle.
- **Saree Draped Skirt Sets:** A fusion of flowing skirts with draped saree panels, these sets are versatile and suitable for various occasions.
- **Draped Kaftans:** Offering a high-end feel with comfort, these kaftans are perfect for cocktail parties, destination weddings, or laid-back red carpet looks.
- **Printed Sarees:** Featuring bold animal and botanical designs with hand-embellished details. Thus these sarees honor uniqueness and modern feminine style.

Each piece in the collection is designed to transition seamlessly from daytime events to evening gatherings, ensuring comfort and style.

A Celebration of Empowered Femininity

ROAR is more than just a fashion collection; it's a statement of strength, confidence, and individuality. Shilpa emphasizes, "ROAR celebrates the female power who've inspired me. " The collection captures individuality, confidence,

and self-expression — qualities Aza has always championed. Devangi Nishar Parekh adds, “ROAR encapsulates the essence of what we champion at Aza: timeless silhouettes, contemporary artistry, and the spirit of the empowered woman.”

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