

Anamika Khanna's AK|OK Debuts at London Fashion Week with Playful Nostalgia and Modernity

Published on 24 Sep 2025 | By IFI Correspondent



Anamika Khanna's AK|OK brings nostalgia and modernity to London Fashion Week

Indian designer **Anamika Khanna** made a sparkling international debut with her label **AK|OK** at **London Fashion Week**, showcasing a collection that reimagined Indian artistry through a lens of playful nostalgia and contemporary cool. And where better than **Hamleys**, the world's most iconic toy store, to host a runway that doubled as a journey back to childhood?

? A Global Step Forward

After charming audiences in India with eight acclaimed shows over four years, AK|OK's London showcase marked a pivotal milestone. "London was a very natural choice for us because it is so open and accepting of different cultures and experimentations," Khanna shared. "Our brand bridges the gap between how dressing in India has always been perceived and the reality — that it is very modern."

? Nostalgia Woven into Couture

Drawing from her **Rajasthan roots**, Khanna revisited her grandmother's home, rediscovering hand-embroidered skirts, woven shawls, and childhood treasures. Each piece on the runway carried a fragment of memory, reawakened with a modern twist.

The whimsical venue of Hamleys mirrored this emotional storytelling, blending nostalgia, playfulness, and fashion into an unforgettable experience.

? Tradition Meets Modern Playfulness

Bold **graphic prints inspired by mythology and astrology** brought vibrancy, while delicate **chikankari embroidery** appeared on oversized coats layered over slouchy trousers — redefining traditional craft. Silver jewellery, once ceremonial, was styled with jeans, skirts, and boots, proving that Indian heritage can be **effortlessly modern and wearable**.

Khanna explained: *"For so many years, eastern culture has been perceived as costume, not wearable in everyday life... It's about looking at these elements in a modern way, whether they belong today."*

? Star-Studded Glamour

The show's international debut received a dazzling boost with the presence of **Sonam Kapoor** and **Jacqueline Fernandez**, whose star power added glamour and global attention, cementing London as a **memorable milestone** for AK|OK.

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