

ABFRL Launches ‘Wishful’: A New Era in Premium Occasion Wear

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Aditya Birla Fashion and Retail Ltd. (ABFRL) has expanded its portfolio by launching *Wishful*, a premium occasion wear brand tailored for the modern Indian woman. This strategic move aims to cater to the evolving fashion needs of women seeking sophisticated yet accessible luxury for festive events, weddings, and special celebrations.

Brand Philosophy and Vision

Positioned as “accessible luxury,” *Wishful* combines traditional craftsmanship with contemporary aesthetics. The brand’s vision is to empower women to celebrate life’s occasions with confidence and grace, offering ensembles that reflect thoughtful luxury and uncompromised quality. Anant Daga, CEO of TCNS Division at ABFRL, emphasized that this launch sets a new benchmark in premium occasion wear, blending reimagined finesse with the accessibility today’s consumer seeks.

Product Offerings

Wishful presents a diverse range of collections to suit various celebratory moods:

- **Day Premium:** Features breezy silhouettes in fluid fabrics with delicate embroidery, ideal for brunches and intimate gatherings.
- **Party Wear:** Offers cocktail gowns, embroidered jacket sets, and sculpted drapes in jewel tones for evening events.
- **Light Festive:** Showcases chanderi and jacquard ensembles with artisanal embroidery, perfect for haldi, mehendi, and family occasions.
- **Heavy Festive:** Presents statement lehengas and intricately crafted anarkalis with jewellery-inspired handwork for grand celebrations.
- **Wedding Collection:** Features Banarasi jacquards, opulent lehengas, and heirloom-inspired anarkalis with artisanal craftsmanship.

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