

JasonAnshu's Rock & Bloom Brings Punk Energy to Handloom Elegance

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JasonAnshu's Rock & Bloom Collection Revives Punk Spirit with Handloom Elegance

There's something wild blooming at the edge of nostalgia—and it's dressed in handloom silk. With **Rock & Bloom**, designers **Jason Cheriyan and Anshu Arora** of *JasonAnshu* revisit the free-spirited energy of a bygone era—when fashion was playful, not performative.

The collection fuses **handwoven Merino wool, buttery Murshidabad silk, upcycled patchwork, and swirling florals** into a tactile collage of memory and instinct. Each piece feels punk yet poetic, raw yet refined—inviting wearers to layer with abandon and claim their individuality.

The JasonAnshu signature

Playfulness, asymmetry, and raw beauty remain at the core of JasonAnshu's design language. "Beauty, for us, is asymmetrical. We re-use every scrap—block prints, embroidery, even machine detailing become part of the design," Jason notes.

For Anshu, the mood behind *Rock & Bloom* is equal parts Rock & Roll and textile poetry. "As we grow older, we don't take fashion so seriously anymore. The spirit is Lennon leaving the Beatles, collaborating with Yoko Ono—with a dash of the Rolling Stones thrown in."

Nostalgia and origin

The duo reflects on the early days of Indian fashion—an era driven by art and collaboration rather than algorithms and metrics. "It was mindful without being performative. We miss that lightness," Anshu shares.

At the heart of their practice lies a deep respect for textiles. From handloom origins to machine-pushed embroidery, every fabric becomes a canvas for experimentation. "India is so rich in craft—we honour that but bend it to tell our stories," Jason says, likening their attitude to Vivienne Westwood's punk irreverence but "with a softer heart."

A personal narrative

Their clothes are not just garments but vessels of memory. Anshu recalls a touching moment when a family of wearers brought back vintage JasonAnshu pieces to revive and pass down. "It was beautiful—watching generations connect

through our clothes.”

With *Rock & Bloom*, JasonAnshu prove that punk can coexist with elegance, and nostalgia can bloom into something fiercely contemporary.

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