

Tinka Weener's Songs of Siren Debut: Where Feminist Fashion Meets Indian Heritage

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Mumbai, India — In an era where fashion increasingly intersects with culture, craft, and conscience, Dutch-American designer **Tinka Weener** has launched her debut label **Songs of Siren**, a collection that redefines the mythical siren not as a symbol of danger but as an **emblem of empowerment**.

Founded in 2024, the brand makes a bold global entry by weaving together **Indian craftsmanship, feminist storytelling, and sustainability** into silhouettes that feel both modern and timeless. The campaign—shot in Mumbai and creatively directed by Indiana Vos—pays homage to the country's artisanal legacy through **hand embroidery, ancestral dyeing methods, and weaving techniques**.

A Love Letter to Indian Heritage

At the heart of *Songs of Siren* lies an ethos of **authorship, not just inspiration**. "This campaign is a heartfelt tribute to the extraordinary talent of Indian artisans," Weener explains. "I want the world to see these pieces not only as fashion, but as heritage—created with care, history, and soul."

Collaborating with Mumbai-based producer Amol Swarnaker and stylist Shreeya Shorewala, the campaign seamlessly incorporates saris, potli bags, and dhoti pants—an authentic embrace of India's textile traditions often diluted as "bohemian" in Western fashion.

Feminism Meets Mythology

Drawing from **Greek and Biblical mythology**, Weener fuses universal themes of power, faith, and transformation with Indian storytelling. The result is a collection where **myth meets modernity**: a siren who commands presence rather than tempts danger, and garments that celebrate rather than erase their cultural origins.

Sustainability in Every Stitch

Working with artisans like Anurag Vora's team, Weener embraces the **aari embroidery technique**, a painstaking hand-beading process. Each piece is slow-made in small batches, championing **slow fashion values** that reject mass production in favor of timeless artistry.

"Every item is unique—like a museum piece of your own life," Weener says.

Standout Pieces: The Eternal Sunshine

Among the debut collection's highlights is **The Eternal Sunshine**, a vibrant orange-and-yellow ensemble symbolizing joy, divinity, and life's radiant force. "It gives me a feeling of confidence and being part of something bigger than myself,"

says Weener.

Changing the Fashion Conversation

By crediting artisans as co-creators, *Songs of Siren* shifts the dialogue from mere **inspiration to authorship**. It’s a move that not only honors heritage but also challenges the fashion industry to rethink ownership, storytelling, and the value of human hands behind luxury.

With *Songs of Siren*, Tinka Weener invites wearers to step into the role of the **protagonist in their own story**—clothed not just in garments, but in legacy, empowerment, and myth.



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