

Smita Shrinivas' Sincerely She Collection Celebrates Feminine Strength and Poise

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Designer Smita Shrinivas has unveiled her latest couture collection, *Sincerely She*, a powerful ode to feminine strength, individuality, and quiet defiance.

The line fuses fluid drapes with sharp corsetry, lehenga-gown hybrids, and contemporary silhouettes that balance softness with resilience. A palette of blush pinks, ivory, and sky blues transitions into jewel tones of wine and navy, reflecting duality in feminine expression. Luxurious fabrics—silks, tulle, and embroidered organza—are enriched with metallic threads, glass beads, and intricate surface detailing.

Smita describes the collection as garments that “*feel like letters women have written to themselves—affirmations of choice, freedom, and individuality.*” While rooted in Indian craft traditions, the collection speaks a global design language, making it versatile and timeless.

? Evolution in Design

Compared to her earlier works—*Kaal* (dark and cyclical) and *Garden Martini* (whimsical and nature-inspired)—*Sincerely She* takes a more personal, introspective route. It is narrative-driven, focusing less on fantasy and more on lived experiences.

? Seasonal & Festive Insights

On this season's trends, Smita highlights *metallic accents, fluid drapes, and hybrid ensembles* like corseted cholis, detachable skirts, and pre-draped saris. For brides and festive wardrobes, she suggests investment in multi-purpose couture:

- A statement lehenga with a versatile blouse.
- A pre-draped sari for cocktails.
- A couture gown for receptions or sangeets.

For Diwali, she recommends *lightweight yet intricate couture*—organza saris with metallic embroidery, jewel-toned gowns, or sharara sets that transition seamlessly from puja to after-party.

? Redefining Ethnic Wear

According to Smita, ethnic wear has evolved beyond ceremonial dressing. Designers today are deconstructing saris and lehengas into modular, easy-to-wear formats. *“What was once considered heavy festive wear is now being reimagined into lighter silhouettes that suit modern lifestyles without losing their cultural essence,”* she explains.

? Inspirations Behind the Collection

Smita draws from women’s stories—their resilience, contradictions, and evolution—as well as India’s rich heritage of handcrafts, reinterpreting them for a timeless yet contemporary narrative.

With *Sincerely She*, Smita Shrinivas delivers couture that is not only beautiful but deeply personal, urging women to embrace power and poise in every ensemble.

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