

Nupur Kanoi Unveils Afters — A Bold Luxury Prêt Collection

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Designer **Nupur Kanoi**, celebrated for her modern interpretations of shibori and bandhini, has stepped into a daring new era with the launch of her luxury prêt line, **Afters**. The collection marks a striking reinvention of her design language, staying true to her artisanal ethos while embracing bold, unapologetic femininity.

A Modern Heirloom in Gold

At the heart of the collection lies the **exclusive gold stripe banarasi weave**, a contemporary reinterpretation of the vintage textile. Handwoven specially for this line, the fabric was designed with a sculptural fall, lending itself beautifully to pleating and draping. Kanoi reimagines classic silhouettes — from pre-draped saris to trench jackets — creating a fresh identity rooted in heritage but distinctly modern.

“The idea was to create a modern heirloom,” says Kanoi. “This time, it was more about pleasing myself rather than everyone else.”

Bold Colours and Emotional Inspiration

The collection also carries a deeply personal narrative. Inspired by the spirit of her late pet cat, Karma, the line channels **boldness, gold, and an unapologetically feminine energy**. Fearless motifs of flora and fauna punctuate the designs, echoing Kanoi’s connection to nature and her love for green living.

Innovation Meets Wearability

Balancing experimentation with wearability, Afters features **sculptural trench jackets, pre-draped saris, and macro motifs** that merge artistry with practicality. Kanoi believes patience and constant reinvention are key: *“I’d get completely bored if I had a set formula for things.”*

A Creative Evolution

Known for seamlessly blending contemporary aesthetics with artisanal craftsmanship, Kanoi reflects on her journey: *“With every collection, you learn when to stop and realise that less is more. I enjoy this excruciating process every day.”*

As for what’s next, Kanoi hints at endless possibilities: *“When you are Indian at heart with a rebellious streak, there’s always a little bit of India in whatever we create — from textiles to global embroideries.”*

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