

Achint Mehta's eponymous label's festive edit is apt for the season

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Achint Mehta's Festive Edit Marries Punjab's Vibrance with Marwar's Elegance

Designer **Achint Mehta's latest festive edit** is a heartfelt reflection of her cultural roots and her love for the season. The collection beautifully merges the **lively spirit of Punjab** with the **regal detailing of Marwar**, offering pieces that are as comfortable as they are festive.

A blend of two heritages

"Being Punjabi by birth and married into a Marwari family, both cultures are a part of who I am and naturally, they show up in my designs," Achint shares. The result is a vibrant mix of **bold Punjabi colours** paired with **gota, zari, and mirror detailing** inspired by Marwari traditions — a balance of joy and elegance.

The colour story

The edit features a palette that spans both **festive jewel tones** (maroon, mustard, emerald, wine, magenta, and gold) and **softer pastels** (blush pink, mint, powder blue, and ivory). This range offers women versatile choices — from bold, standout looks for big nights to subtle, graceful outfits for intimate gatherings.

Versatility and sustainability at its core

A strong advocate of **sustainable fashion**, Achint encourages women to style their lehengas beyond a single occasion. "Pair the blouse with a sari or trousers, style the skirt with a shirt, or drape the dupatta differently," she suggests. Many pieces from this festive edit are designed with such adaptability in mind, ensuring longevity in both style and utility.

The designer's festive pick

Among the highlights is an **ice blue lehenga** adorned with delicate handwork and mirror detailing, paired with a contrasting orange dupatta. "It's light, easy to carry, and festive — something I'd personally wear for Diwali," Achint reveals.

Looking ahead, she hints at her next project — a **wedding collection** featuring bridal lehengas and playful, comfortable ensembles for bridesmaids and family members. Like her festive edit, it promises to celebrate joy, versatility, and modern heritage.

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