

AKINNA Makes Its Milan Fashion Week Debut

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Luxury leather handbag brand **AKINNA** marked a major milestone by debuting at **Milan Fashion Week 2025**. This appearance shared the spotlight with global luxury houses. It positioned AKINNA—and by extension Indian purse craftsmanship—on the international stage. The founders, **Annika Saraf** and **Sanchit Goyal**, guided the brand through this leap.

Roots, Vision & Brand DNA

AKINNA is a designer-led label, founded in India by Saraf and Goyal. Its ethos combines artisanal Indian techniques with refined luxury aesthetics. Rather than imitate global trends, AKINNA draws from India's rich leathercraft heritage. The brand aims to merge modern appeal with craftsmanship integrity.

The Collection & Runway Reveal

At Milan, AKINNA showcased its latest collection of handbags. The designs featured structured silhouettes, elegant hardware, and fine detailing. Textures ranged from smooth leathers to subtly embossed finishes. Colour palette leaned on muted neutrals and rich heritage tones. The pieces struck a balance: striking yet wearable, bold but refined.

Significance for Indian Luxury & Craft

AKINNA's Milan entry is more than prestige—it signals India's maturing luxury ecosystem. It challenges the narrative that high luxury is limited to traditional global houses. By participating on that runway, AKINNA helps validate India as a source—not just a market—for luxury goods. It also inspires other Indian aspirants in fashion, design, and accessories.

Global & Market Implications

The Milan showcase may help AKINNA access new markets. It strengthens brand recognition among discerning international buyers. It could lead to overseas retail partnerships or distribution deals. Moreover, it helps in positioning Indian luxury as comparable to global peers.

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