

Swa Signature Style Launches in Bengaluru: Celebrating Indian Artisanal Heritage

Published on 29 Sep 2025 | By IFI Correspondent



Bengaluru's premium fashion scene welcomes **Swa Signature Style**, a new clothing and accessories label that celebrates Indian arts and sustainable luxury. Founded by friends Rekha BS and Pooja Sahai, the brand merges eco-conscious design with the rich heritage of Indian crafts, offering everything from ready-to-wear saris and everyday wear to organic coord sets, dresses, lehengas, and salwar sets.

"Our shared passion for Indian culture inspired us to create contemporary ensembles from heritage fabrics," says Pooja Sahai. "Rekha's expertise in textiles and my styling vision blend to give traditional crafts a modern twist."

A unique aspect of Swa Signature Style is the reimagining of vintage saris and heritage fabrics into couture pieces. The brand emphasizes artisanal techniques, including intricate hand embroidery, flower motifs, salli, and metalwork. "We tailor each ensemble to complement the client's shape, size, and colors, and can even incorporate heirloom fabrics," adds Rekha BS. "We source directly from artisans, ensuring fair prices and adding our signature detailing."

For its debut collection, Swa Signature Style showcased organic lehengas, hand-embroidered bridal wear, festive and evening pieces, and artisanal accessories, including handmade jewelry, ready-to-use bags, and belts. Each piece highlights the craftsmanship of Gujarat, paying homage to its local artisans while setting a precedent for future collections from other Indian states.

"This debut celebrates Gujarat, but our vision is to honor the diverse craft traditions across India in upcoming editions, from Kalamkari to traditional Lucknowi embroidery," says Rekha.

For more style updates & exclusive fashion stories follow indiafashionicon.com