

Fashion Story Studio Unveils “Jashn”: A Modern Celebration of Indian Festivals

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This festive season, **Fashion Story Studio** brings the spirit of celebration to life with its latest collection, **Jashn**, designed by mother-daughter duo **Foram and Jinisha Shah**. Inspired by the vibrance of Indian festivals, the collection reinterprets tradition through a modern lens, blending cultural motifs with globally relevant silhouettes.

A Fusion of Tradition and Modernity

“Jashn is our ode to the joy, colour, and cultural vibrance that defines Indian festivals and rituals,” says Jinisha. “The vision was to capture festive nostalgia while designing for the comfort-first, modern wearer.” Every ensemble, from digitally enhanced Pichwai motifs to reimagined bandhani textures, pays homage to India’s cultural roots while staying fresh and wearable.

Design Philosophy & Fabrics

The collection celebrates traditional art forms like **Pichwai, Patola, and Kutchi prints**, reimagined with modern sensibilities. Motifs draw from temple carvings, lotuses, and geometric patterns, symbolizing purity, abundance, and unity. Fabrics such as **Russian silk, crepe silk, and chinnon** ensure elegance, fluidity, and comfort, allowing high flares and digitally printed designs to move gracefully without weight.

A Rich, Festive Palette

Jashn’s colour story is expressive and celebratory: **mehendi green, sindoor red, royal black, mustard, shades of pink, and deep blues**, complemented by grounding hues like ivory and jet black. Each tone reflects the energy and joy of India’s festival nights, bringing vibrance to every garment.

Signature Looks & Styling

Standout ensembles like **Radha** and **Mohini** embody the collection’s spirit. Radha features delicate Kutchi and Pichwai prints in fluid silhouettes, allowing the artistry to shine. Mohini draws on Patola traditions with chevron lehengas and modern dupattas, merging drama with comfort—perfect for Garba nights or destination weddings. High flares up to **16 meters** and statement digital prints create movement and festive drama, while lightweight fabrics ensure ease of wear.

The Campaign & Celebration of Movement

The campaign mirrors the collection’s ethos—minimal backdrops, vibrant yet contrasting colours, and unposed, natural frames. This allows the fabrics, prints, and movement to shine, evoking the joy, spontaneity, and emotion of Indian celebrations.

Jashn is designed for the modern Indian woman who embraces her culture while celebrating individuality and comfort. From Navratri nights to intimate festive gatherings, each piece encourages confidence, expression, and effortless

elegance.

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