

Jigar & Nikita's 11:11 in Siam: A Spiritual Couture Journey Inspired by Thailand

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Mumbai, India – Known for weaving poetry into fabric, couture house **Jigar & Nikita** has unveiled its latest collection, **11:11 in Siam** — a spiritual and cultural exploration inspired by Thailand, formerly known as Siam.

Founded in 2015 by **Jigar Shah** and **Nikita Murarka Shah**, the Mumbai-based label began as an intimate atelier with just three karigars. Today, it has grown into a powerhouse of over 400 artisans and embroiderers, creating timeless bridal couture pieces beloved by celebrities including **Kriti Kharbanda**, **Siddhant Chaturvedi**, **Rajkummar Rao**, **Neil Nitin Mukesh**, **Shantanu Maheshwari and Avneet Kaur**.

A Dialogue Between East and West

With 11:11 in Siam, the designers explore a unique interplay between **spirituality**, **architecture**, **and couture**. "This collection is a meditative journey," explains Jigar Shah. "Gilded temples, mirrored mosaics, sacred Bodhi Trees and colonial architectural influences come alive through Indian couture. It's about interconnectedness, timeless beauty, and storytelling."

Motifs, Colours & Fabrics

The collection is rich in symbolic detailing — from **Tree of Life motifs** and temple-inspired geometries to **mosaic-style embellishments**, **handmade tassels**, **artisanal threadwork and crystal embroidery**.

Colour, too, plays a key narrative role. The palette draws from tropical landscapes and Siamese heritage:

- Sage & teal green unconventional yet elegant bridal tones
- Cinnamon red a modern reinterpretation of classic bridal red
- French blue & ivory marble serene hues inspired by temple architecture
- Rustic gold & blush tropical pink grounding the edit in both luxury and vibrance

To bring these visions alive, the duo chose **luxury fabrics** such as **habutai silk**, **shimmer silk tissue**, **and raw silk**, prized for their ability to hold intricate embroidery while ensuring comfort for long celebrations.

Silhouettes for the Modern Bride & Groom

Breaking away from convention, the collection reimagines bridal wear with **fluid drapes**, **layered skirts**, **structured jackets and innovative lehenga belts**. "We wanted to combine architectural strength with graceful flow — heritage with

a touch of innovation," Jigar adds.

What's Next for Jigar & Nikita

While 11:11 in Siam celebrates the spiritual and cultural depth of Thailand, the designers are already working on their next edit: 11°E — A Global Awakening from the East. This upcoming collection will fuse Indian and Eastern artistry with modern global language, marked by offbeat colour palettes, intricate craft, and sustainability.

As Jigar & Nikita continue their journey, their couture proves that fashion is not just about what we wear — it's about stories, traditions, and the connections we carry forward.

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