

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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