

Ta'assur's Festive Edit '25 Blooms with Celebratory Florals

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Mumbai – Ta'assur, the Mumbai-based label founded by **Mamta Mehta**, celebrates florals in their latest collection, **Festive Edit '25**. Drawing inspiration from flowers in all forms—delicate vines, bold blossoms, and ornamental blooms—the edit blends heritage craftsmanship with modern festivity.

Craft and Inspiration

Since its inception in 2020, Ta'assur has become known for its **authentic approach to textiles and artisanal craft**, earning a place in the wardrobes of celebrities like **Vidya Balan, Soha Ali Khan, Maheep Kapoor, and Mrunal Thakur**. The Festive Edit '25 continues this ethos, using **hand block printing, kalidar silhouettes, and intricate dabka embroidery** to create garments that are both celebratory and deeply rooted in craft.

Motifs and Design

Florals remain the soul of Ta'assur, but in this festive edit, they are **layered and ornate**. Bootas inspired by **Benarasi saris**, appliqué florals that rise from the fabric, and embroidery enhanced with **sequins and beads** imbue each piece with character and storytelling depth. The motifs aren't merely decorative—they convey joy, festivity, and the spirit of celebration.

Colour Palette and Fabrics

The collection embraces a **warm and celebratory palette**, featuring **maroon, festive red, yellow, green, and soft ivory**. Chanderi, prized for its **soft yet regal texture**, serves as the primary fabric, perfectly complementing the rich handwork.

Silhouettes

Expect a **range of festive-ready silhouettes**: anarkalis, shararas, saris, and farshi sets, all designed to embody elegance, movement, and visual richness.

Looking Ahead

Ta'assur has already begun work on the **next semi-wedding collection**, continuing the floral theme through **tissue, organza, and silk fabrics**, with heavier handwork in **dabka, zari, and appliqué**, promising grandeur and festive opulence.

? **Style Takeaway:** Festive Edit '25 is a celebration of **handcrafted florals, artisanal richness, and timeless silhouettes**, making it a must-have for this season's celebrations.

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