

Cord Studio Celebrates 10 Years with International Expansion

Published on 06 Oct 2025 | By IFI Correspondent



Delhi-based fashion label **Cord Studio**, helmed by husband-wife duo **Pranav Guglani and Neha Singh**, is celebrating **ten years in business** with a bold international move and a capsule kidswear collection. The milestone comes shortly after the designers were featured on **GQ India's Best Dressed List**. **Therefore** underscoring their growing influence in both Indian and global fashion circles.

Parisian Debut at Le Bon Marché

Recently, Cord Studio **signed an exclusive retail contract with Paris' iconic department store Le Bon Marché**, marking a significant step in the brand's international journey. While the label already distributes through several stores across Europe. Thus partnership is a **validation of Cord's design philosophy** and expanding global footprint.

Distinctive Style and Celebrity Following

Cord Studio is known for its **fuss-free**, often featuring a **sepia-toned vintage aesthetic** enhancing with painterly prints, smocking, and rich storytelling. This approach has a loyal following among Indian celebrities, including **Sonam Kapoor, Kareena Kapoor Khan, Dia Mirza, and Neha Dhupia**.

Moreover, Cord operates **five standalone stores across Mumbai, Delhi, and Hyderabad**, with a new outlet slated for Gurgaon. Their **international clientele** continues to grow, reflecting the brand's successful balance between local craftsmanship and global trends.

Festive 2025: Luxe Craft Meets Functionality

Cord's **Festive 2025 line, Muse**, elevates their signature aesthetic through **luxe silks, cross-stitch embroidery, crochet, and trademark smocking**. According to Singh, the collection is "**very folk-meets-functionality with European influences, yet very Indian in handwork and treatment**." Key pieces include **embroidered and layered peasant skirts, oversized smocked sleeves, and ruffled tops**.

The campaign for Muse, inspired by **theatre and art**, features actor **Tillotama Shome**. Singh clarified that "**all styling influences visual and thematic; no craft or embroidery of any specific ethnic community was without proper credit**. Any collaboration would always include recognition."

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