

With AW Edit *Satt*, JJV Kapurthala Redefines Luxe Destination Wear

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JJ Valaya's bridge-to-luxury label, **JJV Kapurthala**, has unveiled its Autumn-Winter edit, *Satt*, a collection that reimagines destination wear through a lens of heritage and modern luxury. Inspired by the Eastward journeys of **Maharaja Jagatjit Singh of Kapurthala**, *Satt* presents vibrant silhouettes and refined accessories designed to meet every occasion with effortless elegance.

A Journey From Grandeur to Essence

Speaking about the new edit, JJ Valaya describes *Satt* as "the next chapter in the Maharaja's journey." While earlier narratives celebrated grandeur and spectacle, *Satt* embraces **purity, simplicity, and essence**. Fluid yet architectural silhouettes reflect a balance between tradition and contemporary ease, where **layering, cleaner lines, and intricate detailing** define the design ethos.

Silhouettes for Every Occasion

The collection spans a diverse range of pieces:

- **For women:** fluid skirt sets, elegant anarkalis, and versatile kaftans
- **For men:** kurta sets, sharply cut Nehru jackets, and shirts that transition from day to evening

The palette draws from a rich, vibrant spectrum while staying rooted in timeless elegance, making *Satt* a seamless fit for destination weddings, festive soirées, and travel wardrobes.

Accessories as an Extension of Style

With *Satt*, JJV Kapurthala ventures beyond apparel into the realm of accessories and lifestyle. The edit introduces:

- Embroidered clutches
- Micro, bucket, and top-handle bags
- Twilly scarves that double as wearable art

- **Parfum**, carrying the house's codes into the sensory space

"Each piece," Valaya notes, "borrows from the same architectural inspirations and heritage prints that define our apparel, allowing the essence of JJV to flow seamlessly beyond garments."

Redefining Luxe Destination Wear

By blending storytelling motifs, intricate detailing, and contemporary ease, *Satt* captures the spirit of **luxury that travels with you** — versatile, symbolic, and timeless. With this edit, JJV Kapurthala continues its mission of making Indian luxury resonate globally, where tradition and modernity coexist beautifully.

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