

Bhumika Sharma Revisits Her Signature Prints With Festive Edit Afsana

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Couturier **Bhumika Sharma** is back this festive season with *Afsana*—a collection that revisits the brand's beloved signature prints while reinterpreting them with exquisite handcraft and contemporary silhouettes. True to its name, which means “story” in Urdu, *Afsana* narrates a fresh chapter in the designer's journey, weaving nostalgia with modernity.

A Celebration of Signature Prints

Afsana reimagines six signature prints—**Sylvia, Bahaar, Dahlia, Blossom, Tara, and Abstract**—through multicoloured and metallic threadwork, delicate crochet florals, and artisanal embroidery. The motifs, ranging from paisleys and mandalas to painterly florals and geometric circles, are layered onto luxurious fabrics like organza, georgette, and satin.

“I wanted to go back to where it all started,” Bhumika shares. “The prints, the embroideries, the artisanal crafts that define our house. But instead of simply revisiting them, I've given them new life with bolder details and fresher colours.”

Colour Story & Silhouettes

The palette plays with contrasts: muted tones of **ivory, blush pink, and beige** meet rich jewel shades of **deep red, fuchsia, teal green, and aqua blue**. Playful tassels, bow accents, and voluminous flares add youthful whimsy to the otherwise opulent designs.

Silhouettes include:

- Flowing **anarkalis**
- Opulent **sharara sets**
- Structured **jackets**
- Draped **lehengas**
- Dramatic **cape ensembles**

Designed for occasions grand and intimate, *Afsana* caters to the modern woman who seeks versatility with heritage charm.

Blending Heritage & Modernity

Rooted in Indian craft traditions like zardozi and kasab embroidery yet inspired by the modern woman, Bhumika strikes a balance between **heritage craftsmanship and global sensibility**. She notes how brides like Priyanka Chopra have set benchmarks by blending Indian roots with international aesthetics—something she resonates with deeply in her designs.

What’s Trending This Winter

For winter festive fashion, Sharma highlights trends of **layering and structured drama**—think capes, long jackets over lehengas, shararas, and playful separates. Tassels, bow details, and flared silhouettes are also making waves, allowing women to embrace glamour without compromising on comfort.

With *Afsana*, Bhumika Sharma proves once again why her prints and craftsmanship remain timeless, evolving with each season yet always staying true to her design philosophy.

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