

Jigar & Nikita's '11°E' Collection at Lakmé Fashion Week

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At the 2025 Lakmé Fashion Week, designers Jigar & Nikita unveiled their latest collection, '11°E', showcasing a harmonious blend of Eastern craftsmanship and contemporary couture. This collection marks a significant milestone in their journey to reinterpret traditional Indian fashion through a global lens.

The Inspiration Behind '11°E'

The name '11°E' symbolizes "longitude East," reflecting the designers' deep connection to Eastern heritage. The number 11 represents intuition and enlightenment, guiding the creative process. This collection transforms rich Indian stories, elaborate craftsmanship, and vibrant colors into a contemporary, global fashion language.

Bridal Wear: A Modern Take on Tradition

The bridal segment of '11°E' reimagines wedding elegance with modern, ethereal touches. Pearls, corseted blouses, and a palette of teals and blues reinterpret classic bridal aesthetics, offering a contemporary yet timeless appeal.

Menswear: Contemporary Silhouettes with Traditional Roots

Menswear in '11°E' features contemporary sherwanis, flared pants, and tailored silhouettes, giving grooms a refined yet expressive presence. These designs merge the regal language of tradition with modern twists, allowing men to make a bold fashion statement.

Designers' Vision

Jigar & Nikita describe '11°E' as more than just clothing; it's a movement celebrating Eastern craftsmanship for a global audience. The collection is for those who dare to stand out and embrace fashion as a bridge across cultures.

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