

Vikram Phadnis Celebrates 35 Glorious Years in Fashion with His New Collection ‘Ananta’

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Vikram Phadnis Reflects on His 35-Year Journey with His New Collection ‘Ananta’

In a career that beautifully bridges the worlds of **fashion and film**, Vikram Phadnis has continually redefined what it means to be a true creative force. As he celebrates **35 magnificent years in fashion**, the designer unveils his latest collection, ‘**Ananta**’, a tribute to his enduring journey, rich heritage, and the infinite possibilities of design.

From Choreography to Couture — A Story of Passion and Perseverance

Before he became a household name in Indian couture, Vikram Phadnis began his artistic journey as a **fashion choreographer**. With no formal training in design, he relied purely on intuition, discipline, and an innate understanding of fabric and movement.

“I was originally a science student, studying medicine. But my time in choreography gave me discipline — a vital quality I carried into fashion design,” he recalls. This unorthodox path gave rise to a **self-taught visionary**, whose instinct for texture, silhouette, and drama transformed him into one of India’s most respected couturiers.

A Cinematic Legacy Woven in Fabric

Phadnis’ legacy is closely intertwined with **Bollywood’s golden era**, where his costume designs shaped the visual language of over 25 films — from *Biwi No. 1* and *Mujhse Shaadi Karogi* to *Salaam-e-Ishq* and *Aitraaz*.

“The man who truly made me was Salman Khan,” he fondly shares. “He gave me my professional identity and opened doors I never imagined.”

His collaboration with Salman Khan marked a turning point, establishing him as the **go-to designer for cinematic glamour**. Yet, his approach was never just about costumes — it was about telling stories through cloth, color, and character.

Ananta: A Celebration of Infinity

To mark this remarkable milestone, Phadnis presents ‘**Ananta**’, a collection that revisits his artistic archives while embracing modern sensibilities.

“*Ananta* means infinite,” he explains. “The collection showcases several archival pieces, reinterpreted in a fresh style and format. Expect muted earthy tones, blacks, ivories, and a dramatic finale in deep reds and maroons.”

Crafted with intricate **aari, zardosi, and threadwork**, *Ananta* features a refined mix of **structured yet fluid silhouettes**, from lehengas and saris to contemporary capes. Each piece narrates a story — not just of fashion, but of evolution.

A Grand Celebration in Mumbai

The grand preview of *Ananta* will take place on **October 14, 2025**, in Mumbai, with **100 models** walking the ramp in both men's and women's ensembles. "The show is designed to feel like a celebration among friends — a reflection of 35 years of memories, growth, and gratitude," says the designer.

The event promises a **vintage-inspired theme**, inviting those who have been instrumental in his journey — from his early days to his global recognition.

A New Chapter: From Runway to Reel

Beyond fashion, Vikram Phadnis continues to explore storytelling through cinema. His Marathi directorials, *Hrudayantar* (2017) and *Smile Please* (2019), were met with critical acclaim, the latter even earning the **57th Maharashtra State Film Award**.

Now, as he prepares to **remake *Smile Please* in Hindi**, Vikram is set to make his **directorial debut in Bollywood**, bringing his full-circle journey to life. "Life's come full circle," he says with a smile. "This new project represents a fresh perspective and a new chapter."

Vikram Phadnis' story is one of resilience, reinvention, and relentless creativity — an inspiring reminder that artistry knows no boundaries. As *Ananta* takes center stage, it celebrates not only his timeless craft but also the infinite spirit that continues to define his legacy.

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