

Shanaya Kapoor Joins Isharya to Launch Indinoor Jewelry

Published on 10 Oct 2025 | By IFI Correspondent



Bollywood rising star **Shanaya Kapoor** has taken a bold step into entrepreneurship by partnering with the House of **Isharya** to launch a new jewellery label, **Indinoor**.

Rather than being just a brand face, Shanaya assumes a **co-creative role**, contributing to product curation, design and brand tone.

This move signals her evolution from actor and fashion muse into a hands-on fashion entrepreneur tapping into India's festive jewellery market.

Indinoor: Bridging Heritage & Modernity

Indinoor aims to reimagine Indian festive jewellery for a new generation. As per the announcement:

- The label draws from India's artisanal legacy—**polki, jadau, temple motifs**, —but reinterprets in expressive, lighter designs.
- The debut line is titled “**Jewels of Happiness**”, capturing the brand's ethos of joy, celebration, and everyday wear.
- The goal: make festive jewellery **accessible, fun, and wearable**—not just something to pull out at grand occasions.
- Indinoor positions itself as a fresh, vibrant complement to Isharya's existing portfolio—one that speaks to younger consumers seeking cultural roots with contemporary flair.

Gauri Tandon, collaborator on Indinoor, has spoken about noticing a gap for jewellery that carried elegance and craftsmanship.

Shanaya's Vision & Voice

In public statements, Shanaya Kapoor referred to her upbringing —and expressed the desire to build a brand. (MadeInMedia)

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