

Ara Pret by Kulsum Shadab Wahab is Pioneering Purpose-Led Fashion

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Kulsum Shadab Wahab has long believed that style can be a force for change. With **Ara Pret**, she joins art, empowerment and design. Unlike ordinary luxury labels, this one grows from lived experience. It stems from her work with acid-attack survivors.

Her earlier label, **Ara Lumiere**, offered couture designed in collaboration with survivors. However, it was largely exclusive and global. Now, Ara Pret aims for everyday reach. It launched in August 2025.

Empowerment through craftsmanship

Many acid-attack survivors had lost more than their physical safety. They lost self-esteem and visibility. Wahab set out to reclaim those. She offers survivors not just work, but respect, recognition, and identity.

Under Ara Lumiere, some survivors had been tailoring, re-using scrap fabrics, making accessories. When one made a headband and people responded positively, it sparked the turn toward fashion.

Design that lasts, not trends

With Ara Pret, the focus is on **timeless silhouettes**. Pieces that women can wear day or night. Clean lines. Blazers that are structured, versatile. No rush to chase fleeting trends.

Also, the label and its pieces are more affordable and accessible than couture. The aim is ethical craft rooted in storytelling. Every garment reflects the stories of the survivors.

Moments that define the journey

One defining moment came when survivors, once silent, spoke on international stages. For example, at the CNMI Sustainable Fashion Awards in Milan, a survivor given the microphone to share strength and story. That was powerful.

Also, the “Rewoven Resilience” collection under Ara Lumiere reused saris aged 80-90 years. It’s a metaphor: old materials, new life; survivors reclaiming theirs.

Looking ahead

Wahab wants both labels — Ara Lumiere and Ara Pret — to expand to many more cities. She envisions more survivors joining the movement. She plans to grow it. [Vogue India](#)

Above all, Ara Pret signals a shift in Indian fashion: style steeped in purpose. Not just what we wear, but why. And whose hands made it.

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