

Namrata Joshipura Says: “Authenticity Is Always in Fashion”

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At a YFLO (Young FICCI Ladies Organisation) session held in Hyderabad, celebrated designer **Namrata Joshipura** delivered an impassioned message: in fashion, **authenticity never goes out of style**. Having launched her label in 1996 and become known for her sleek, modern aesthetics.

Blending Global Silhouettes with Indian Craft

Known for her futuristic fabrics and bold minimalism, Joshipura was asked how she prevents global trends from becoming generic. Her response: by staying true to her own design sensibility. She emphasized that authenticity is the anchor — when you remain faithful to your lane, relevance follows naturally.

She also addressed the pressure to compromise — in design, craft, or scale — when catering to evolving markets. But Joshipura asserted that her clientele values artisanal work, making it possible for her to maintain high standards without diluting her brand.

India on the World Stage

Regarding India's place in global fashion, Joshipura was optimistic. She believes that Indian fashion is finally being seen beyond its crafts and stereotypical motifs. With Indian stars acting as global ambassadors and a clearer brand narrative, she sees a future where “India” means innovation and identity, not just tradition.

She dismissed the idea that **AI** could take over design, especially for handwork and embellishment, which she believes belong to the human mind. She did allow that AI could assist in design tools or patterning — but not replace human craftsmanship.

Inspirations, Shifts & A Designer's Journey

Joshipura spoke about her affection for Hyderabad, noting her long association and the place's significance for her brand. She also shared that nature, trekking, and mountain landscape on her aesthetics.

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