

Inside Shanaya Kapoor's chic debut as co-creator of Indinoor Jewellery

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Shanaya Kapoor is adding a sparkling new chapter to her career.

The young actor has officially made her entrepreneurial debut as the **co-creator of Indinoor Jewellery** from the House of Isharya. With her signature mix of modern chic and understated glamour, Shanaya's new role puts her in the designer's chair — curating a line that's equal parts *playful*, *elegant*, and *youthful*.

In conversation with *India Fashion Icon*, Shanaya opens up about her new venture and her evolving relationship with jewellery.

"It honestly just happened naturally," she says. "I've always loved jewellery and how it can instantly change your vibe. When I met Gauri Tandon, we spoke about how festive jewellery can feel heavy, and we both wanted something more fun, versatile, and chic."

The result is "**Jewels of Happiness**," a debut collection that redefines Indian jewellery for the modern generation. Classic motifs like **polki** and **chaandbalis** are reinterpreted in lighter, versatile designs — think **ear cuffs that pair with denims** or a **jadau-inspired necklace** styled over a sleek slip dress.

"I love that there are no rules," Shanaya says. "You can make these pieces your own."

Growing up surrounded by her mother Maheep Kapoor's timeless collection, Shanaya learned that true style lies in confidence and ease. "My mom's style is effortless — everything she wears looks chic without her even trying," she shares. "But my style is a bit different. I love minimal, sleek looks that feel simple yet impactful."

When it comes to her aesthetic, Shanaya doesn't believe in limitations:

"Some days I'm all about bold statement pieces, and other days, something delicate. What matters most is versatility — jewellery that elevates your vibe without ever feeling over the top."

Despite juggling her acting career and her new entrepreneurial role, she embraces the challenge:

"There's so much newness in both, and that's what excites me — every film and every collection feels like a fresh opportunity to grow and create something that resonates with people."

Her takeaway from both worlds?

“Humility, patience, and curiosity,” she says. “Growth happens when you step out of your comfort zone.”

With **Indinoor Jewellery**, Shanaya Kapoor shines not just as a trendsetter but as a creator redefining what modern Indian luxury feels like — effortless, experimental, and deeply personal.

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