

Jekyll & Hyde: A&T and Satya Paul's Dual Narrative at LFW

Published on 14 Oct 2025 | By IFI Correspondent



In a bold move at **Lakmé Fashion Week × FDCI**, two shows ran side by side. They were by **A&T (Abraham & Thakore)** and **Satya Paul**. The contrast was deliberate. It was a “Jekyll & Hyde” moment in fashion.

The dual shows revealed opposite moods. At the same time, they hinted at unity. The designers took us on two journeys — divergent, yet part of one narrative.

The Concept: Duality in Fashion

Two Sides of a Coin

Thus term *Jekyll & Hyde* captures duality. In literature, Dr. Jekyll is the respectable persona; Mr. Hyde is the darker alter ego. Thus designers used this metaphor for their shows.

Meanwhile A&T leaned toward minimal, monochrome, refined lines, Satya Paul embraced color, prints, maximalism. Yet both spoke to identity and transformation.

Strategy & Statement

It was more than aesthetics. Having contrasting shows on the same day created tension and dialogue. Also it forced the audience to compare, think, feel. This move also showed versatility. The brands signalled: they can do extremes.

Therefore the strategy is powerful in the fashion business. It keeps people talking. Whereas spreads word of mouth.

A&T (Abraham & Thakore): The Minimalist Alter Ego

Palette & Tone

A&T's show was rooted in a muted palette. Black, white, shades of grey ruled. Therefore mood was contemplative.

Silhouettes & Styling

Hence cuts were sharp, structured, clean. Coats, trousers, asymmetric jackets, crisp shirts. Overall were tailored but with softness — drapes, fluidity, subtle folds.

Accessories were minimal. No heavy embellishments. The idea was to let form and cut speak, not adornment.

Satya Paul: The Bold Alter Ego

Colour & Print

In contrast, Satya Paul splashed color. Bright florals, abstract prints, vibrant hues. The garments popped. The visual energy was immediate.

Layers & Ornamentation

Garments layered — capes, scarves, overlays. Thus were sequins, fringe, bold motifs. Since textures were tactile. Everything felt alive.

Silhouettes ranged from flowing gowns to tailored separates. The prints played with scale — from fine detail to bold strokes.

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

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.