

## India's Northeast Emerges as a Hub for Fashion, Creativity, and Culture

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### The Northeast: India's Emerging Creative and Fashion Frontier

As India's creative diaspora searches for spaces that combine **nature, culture, and lifestyle**, the Northeast—long overlooked—is emerging as a new hub for fashion, lifestyle, and travel. From **Sikkim's fully organic status** to Assam being listed fourth in *The New York Times'* 2025 travel recommendations, the region is steadily gaining attention.

### New Destinations, Renewed Creativity

The opening of **Yakten, a digital nomad village in Sikkim**, has sparked interest among creatives seeking mountain retreats with culture, good food, and community. Improved **road and airport connectivity** is making the Northeast increasingly accessible, attracting hotel chains such as Radisson, Lemon Tree, IHG, and Indian Hotels Co., with around **two dozen new properties slated to open in the next five years**.

### Festivals, Art, and Cultural Revival

Annual cultural events are fueling both **tourism and creative exploration**: the **Hornbill Festival in Nagaland**, **Ziro Music Festival in Arunachal Pradesh**, **Shillong Cherry Blossom Festival**, and the newly introduced **White Owl Literature & Book Festival in Nagaland** are becoming international attractions. Creative initiatives like **Wildflower Artists Management**, founded by Asenla Jamir of **Otsü Clothing Co** and Allem Longkumer, are cultivating **local talent across fashion, photography, styling, and creative direction**.

### A Style-Forward Region

The Northeast has long been celebrated for its **fashion-forward individuals and emerging designers**. Veterans like **Carol Humstoe, Ketholeno Kense, and Andrea Kevichusa** paved the way, while contemporary names like **Atsu Sekhose (Nagaland), Jenjum Gadi (Arunachal Pradesh), and Aratrik Dev Varman (Tripura)** are bringing the region's aesthetics to national and international attention. Celebrities such as **Manushi Chhillar** have donned creations from Northeast designers, further amplifying their visibility.

### Culinary Heritage and Lifestyle

Local cuisine, heritage practices, and artisanal crafts are also gaining prominence. Initiatives like **Ahmedaki Laloo's A'Origins** in Meghalaya and **Damu's Heritage** in Arunachal Pradesh highlight zero-waste cooking and tribal culinary traditions, making the Northeast a **cultural and gastronomic hotspot**.

With its **natural beauty, rich cultural fabric, and a growing creative ecosystem**, India's Northeast is carving a niche as a **new frontier for creatives, travellers, and fashion enthusiasts** alike.

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