

When Style Meets Celebration: Rhea Kapoor's Festive Edit

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Mumbai glowed as lights dimmed and music softened at the unveiling of **Pantaloons' festive edit** curated by **Rhea Kapoor**. The event, staged in the brand's new flagship at R City Mall, was more than a display—it was a philosophy in motion.

Kapoor, known for her effortless style sensibility, delivered on her promise: "I don't believe in costume-y festive wear."

A Festive Edit, Not Just a Collection

The **Festive Edit by Rhea Kapoor** is more than seasonal garb. It's a curated vision for how Indian women want to dress through the festivities—elevated, expressive, and authentic. [Elle India](#)

Kapoor's aim was clear: blend versatile pieces that shift effortlessly between daily wear and celebratory moments. She rejects rigid categories. Instead, she imagines looks that travel from work to evening, from gathering to temple, without needing a wardrobe change.

She emphasizes that great styling isn't about what you wear—it's about mood, personality, confidence. Her edit speaks to those values.

Colour, Texture & Movement

The festive palette leans into **jewel tones**—emerald, sapphire, deep ruby—that photograph richly yet wear beautifully.

Textures play a prominent role. Luxe fabrics with sheen, subtle embellishments, and layering options impart depth without weight.

The Store as Stage

Pantaloons' 30,000 sq ft flagship in R City Mall served as more than a retail venue. Its clean, modern interiors and carefully curated brand mix reflect CEO **Sangeeta Tanwani's** vision—fashion first, experience central.

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