

How Lovebirds Spread Its Wings: Inside India's Quirkiest Label

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Lovebirds is not just a fashion label. It's a story of shared vision between a husband-wife duo. Amrita Khanna and Gursi Singh co-founded it. Over time, they've shaped a brand known for bow details, bold prints, and quiet confidence.

In an exclusive with HELLO! India, they open up about beginnings, values, challenges, and dreams.

From Vintage Shop to Design House

Before Lovebirds existed, Amrita ran a vintage store in Hauz Khas Village, Delhi, opened in 2010. Her curiosity led her and Gursi to start designing. In 2014, Lovebirds officially launched. They replaced vintage finds with original collections. Their silhouettes remained clean. Prints became signature.

Their bow motif emerged early. Polka dots, swirling painterly prints, tiny florals — these became identifiers of their world.

The Studio, the Chaos & the Calm

Their studio is in Dhan Mills, Chhattarpur, Delhi. It is raw. Grey walls, exposed ceilings, swathes of calico around. But there's warmth. The space breathes domesticity — a piano, a child's chair, framed photos.

Amrita and Gursi see creativity as a balance: chaos + calm. One ideas out, one reins it in.

Milestones & Turning Points

Early on, they shot a lookbook on a tight budget. It stood out. Their inbox flooded. Lakmé Fashion Week took notice.

That moment confirmed that their voice resonated. They expanded to Mumbai with a flagship in a heritage building. Later, they launched in Hyderabad. Their reach widened.

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