

This Diwali, Subiksha Shivakumar Dazzles in Label Urmil's New Festive Edit 'Silent Fold'

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When Diwali arrives, it brings not just the sparkle of diyas and fireworks but also a reason to dress in your most radiant finery. Capturing this spirit perfectly, **label Urmil**, helmed by **sisters Prerna Singh and Ritika Singh Goyal**, unveils its new festive collection — **Silent Fold** — a luxurious blend of **minimalism and grandeur**.

The collection celebrates subtle opulence through **architectural drapes, sculptural layers, and refined craftsmanship**, striking the perfect harmony between modern sophistication and traditional essence. And bringing this elegant vision to life is none other than **model and entrepreneur Subiksha Shivakumar**, who graces the label's festive campaign with her signature poise and effortless charm.

Silent Fold — where fabric becomes sculpture

In conversation with India Fashion Icon, **Ritika Singh Goyal** describes the collection as *“an exploration of textures, layers, and handwork where fabric becomes sculpture.”* The **colour palette** flows gracefully through **antique ivory, sage, and black**, accentuated with **metallic tones and pearly details**. Each silhouette — from **jackets and lehengas to saris and skirts** — features **architectural folds and fluid drapes**, turning traditional festive attire into contemporary couture statements.

Fabrics like **silk, organza, and textured weaves** form the base, meticulously enhanced with **pearls, mother-of-pearl, metallic embroidery, and string detailing**. The result? A collection that feels both **timeless and modern**, delicate yet powerful — much like the women it is designed for.

Subiksha Shivakumar: The muse of the moment

The **dusky South Indian beauty**, Subiksha Shivakumar, embodies Urmil's aesthetic effortlessly — her natural elegance and understated sensuality make her the perfect muse for **Silent Fold**. Shot against a minimalist backdrop in **Mumbai**, the campaign captures the interplay of **light, shadow, and texture**, mirroring the essence of Diwali itself.

Beyond the lens, Subiksha spoke about her love for fashion, balancing her creative pursuits with her entrepreneurial venture — a reminder that style is as much about **substance as it is about sparkle**.

This Diwali, **Urmil's Silent Fold** invites you to step into a world of **quiet luxury** — where tradition folds seamlessly into modernity, and minimalism meets magnificence.

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