

Jigar & Nikita's '11°E' Collection Marries Heritage with Global Modernity

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Celebrated designer duo **Jigar Shah and Nikita Murarka Shah**, the creative forces behind label **Jigar & Nikita**, have unveiled their latest couture collection titled '**11°E**', a poetic intersection of **tradition, innovation, and global sensibility**. The collection, launched in Delhi ahead of their flagship store opening at **Dhanmill Compound**, encapsulates a refined narrative of **modern Indian luxury** that transcends borders.

'11°E': A cultural compass of couture

The name itself, '**11°E**', draws from geography and philosophy — *E* representing *East*, the cradle of inspiration, and *11* symbolising *intuition and enlightenment*. True to its essence, the edit bridges **India's artisanal roots** with **international design language**, resulting in a collection that's deeply Indian in soul yet cosmopolitan in spirit.

"**11°E is our ode to the East — a journey of culture, craft, and intuition.** It stems from the belief that fashion is a dialogue between heritage and the future, rooted in India yet speaking a global language," shares **Jigar Shah**.

A new vision for bridal and menswear

With this collection, **Jigar & Nikita** reinterpret Indian couture through a **contemporary lens**. The **bridal palette** takes a refreshing turn this season — think **teals, pearl whites, sage greens, champagne golds, and soft ivories** that exude serenity and sophistication. From **corseted blouses and pearls** to **structured flares and minimal drapes**, the collection balances **grace with power**.

Menswear too undergoes a transformation, as **fitted sherwanis, sharply tailored jackets, and flared trousers** redefine masculine elegance. Each piece is designed with **precision tailoring and subtle embellishment**, making it timeless yet distinctly modern.

"This collection is more explorative and global in tone," explains **Nikita Murarka Shah**. "While our past work was rooted in Indian craft narratives, *11°E* takes those foundations and reinterprets them into silhouettes with **wider international resonance**."

Where East meets elegance

With *11°E*, Jigar & Nikita invite the modern bride and groom to celebrate **heritage through innovation**. Their designs reflect a seamless blend of **craftsmanship, geometry, and spirituality** — a balance that embodies the new-age Indian aesthetic.

In essence, *11°E* is more than just a collection — it's a **philosophy of fashion**, where every fold, hue, and embellishment narrates a story of evolution, rooted in the East yet reaching out to the world.

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