

## Natasha Poonawalla Stuns in Iris van Herpen Haute Couture

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Natasha Poonawalla, executive director of the **Serum Institute of India**, is as influential in biotechnology as she is on the couture circuit. Known for her impeccable fashion sense, she recently appeared in **W Magazine** wearing a breathtaking **Iris van Herpen Haute Couture gown**. She paired it with **Rombaut shoes designed** and her own jewelry, creating a look that effortlessly blends.

## **Celebrating Craftsmanship and Customization**

For Natasha, couture is not just clothing—it's a celebration of craftsmanship. She notes that in **India, customization** and artistry are deeply embedded in culture, and her first formal couture purchase was her wedding gown by Abu Jani Sandeep Khosla. This appreciation for meticulous design extends to her everyday choices, like pairing a Schiaparelli bustier with a Sabyasachi sari.

## The Beauty of Rewearing and Collaborating

Natasha believes in **buying less but buying well**, highlighting the timeless nature of couture. Rewearing pieces allows her to honor the artistry behind each creation. She describes herself as a **collaborator rather than a codesigner**, often tailoring runway designs to better suit her body.

## A Fashion Philosophy

Whimsical fashion, according to Natasha, acts as a **mood elevator and a conversation starter**. Her sartorial choices reflect a blend of personal expression and a deep respect for the artistry behind couture.

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