

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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