

Alia Bhatt Channels Heritage Glamour in Ritu Kumar Ensemble

Published on 20 Oct 2025 | By IFI Correspondent



On 20 October 2025, Alia Bhatt made a striking red-carpet entrance in a vintage ensemble by Indian fashion stalwart Ritu Kumar.

Styled by Rhea Kapoor, the look paid homage to heritage craft while presenting a fresh festive silhouette. Rather than opting for a brand-new gown, Bhatt turned to archives—proof that style can be timeless, not simply on-trend.

Styling: Jewellery, Hair & Beauty

Bhatt's accessories amplified the archival couture. She paired the ensemble with a wide choker and kada from heritage jewellers Birdhichand Ghanshyamdas, and a maang tikka from Sanzany Jewels.

The jewellery picked up the metallic accents of the saree while adding layer and weight to the vintage look.

Her hair was parted sleekly down the middle, pulled back to keep focus on the outfit and jewellery.

Make-up remained understated: luminous skin, soft contouring, a subtle sheen on the lids and peachy lips.

Why This Look Matters

Firstly, Bhatt's choice signals a shift from fast fashion to archival value—recognising the enduring power of craft over novelty.

Secondly, by choosing a Ritu Kumar archive piece, she aligns herself with generations of Indian couture history.

Thirdly, the ensemble echoes broader trends: heritage textiles, hand-embroidery and vintage revival are increasingly prominent in high-fashion circles in India.

As Vogue India's fashion desk noted: "This tone-on-tone champagne look is the perfect amount of festive glamour without putting on too much."

Thus, the look is not just about one outfit—it's a stylistic statement about heritage, elegance and curated fashion.

The Festive Context & Impact

The look was worn at a festive event (Dhanteras or a Diwali-season gathering) where traditional attire often dominates. In that context, Bhatt's ensemble stands out by being both deeply rooted (in craftsmanship) and fresh (in cut and presentation).

The look has the potential to influence how festive dressing is approached: favouring meaningful garments over purely showy ones.

For more style updates & exclusive fashion stories follow indiafashionicon.com

