

Sureena Chowdhri's 'Dilruba' — A Cinematic Ode to Romance, Light, and Timeless Bollywood Glamour

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When **Madhuri Dixit** twirled in that luminous silk tissue sari in *Dola Re Dola* or **Aishwarya Rai** shimmered in sequins in *Crazy Kiya Re*, the screen didn't just light up—it defined an era of Indian fashion. Those unforgettable Bollywood moments continue to shape how women dress, celebrate, and dream. Capturing that very essence, designer **Sureena Chowdhri** brings her latest collection, '**Dilruba**', a poetic tribute to cinematic romance and enduring glamour.

"We revisited Madhuri Dixit and Aishwarya Rai—the way they carried surreal silk tissue ensembles in their iconic roles was deeply inspiring," shares Sureena. "For me, Bollywood fashion and nostalgia are about capturing the same spirit for today's woman."

A Study in Romance and Light

At its heart, *Dilruba* is about light—literal and emotional. Crafted in **silk tissue, organza, and butterfly net**, the fabrics create a radiant glow reminiscent of a movie set's soft spotlight. "The intention was for the wearer to glow," says Sureena. "Fabrics like silk tissue naturally carry a soft shimmer, evoking a feeling of being lit from within."

The **colour palette** mirrors this luminosity, featuring **peach-gold, sage green, and deep wine**, hues that balance nostalgia with modern sophistication.

The Modern Muse

The collection reimagines classic Bollywood elegance for contemporary wardrobes. From **pre-draped saris and sharara saris** to **corset blouses paired with trousers**, *Dilruba* bridges eras effortlessly. "This season, we've introduced Indian waistcoats with pants and corset-inspired blouses. These silhouettes speak to today's woman while embodying tradition," explains the designer.

Kaftans, ghararas, and a statement anarkali complete the versatile trousseau, designed for weddings, festive evenings, and red-carpet moments alike.

Sustainability Meets Sentiment

True to the brand's ethos, sustainability is woven into *Dilruba*'s very fabric. "Our pieces are meant to stay in your closet for years—to be worn and re-worn across occasions," says Sureena. "It's about mindful consumption and emotional longevity."

Signature highlights include:

? **The Salma sari** — a silk tissue masterpiece with brocade detailing.

? **The Dilruba anarkali** — the collection’s emotional centrepiece, embodying old-world romance.

? **The Zeenat sari** — versatile with both a traditional blouse and a corset option.

“Exploring every variation of the sari was pure creative joy,” she smiles. “It’s a timeless silhouette that keeps reinventing itself—just like cinema.”

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