

Chandrima's Zahara Collection Captures the Essence of Festive Elegance with Floral Artistry and Fluid Silhouettes

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The festive season is here — and with it comes the joy (and the occasional challenge) of finding outfits that balance glamour with comfort. For those seeking festive style that's light, fluid, and effortlessly elegant, **Chandrima's new capsule collection**, **Zahara**, offers the perfect answer.

A Canvas of Colour and Craft

Designer **Chandrima Agnihotri**, the founder and creative head of the label, describes *Zahara* as "a capsule collection where floral designs bloom in their full glory." Inspired by the idea of *blooming fearlessly*, the collection captures the essence of femininity and freedom through vibrant embroidery, soft silhouettes, and delicate detailing.

"Zahara is airy, ornate, and unapologetically feminine," Chandrima explains. "It defines the joy of tradition, reimagined with a modern soul."

The designs blend traditional craftsmanship with a contemporary sensibility, featuring floral embroideries inspired by miniature garden motifs and mosaic tilework, enhanced with threadwork, metallic accents, tonal cutwork, and 3D floral layering that bring depth and dimension to each ensemble.

Fabrics and Colours that Speak Festivity

Crafted in chanderi silks, soft cottons, and silk organzas, Zahara celebrates fabrics known for their breathability and fluid drape — ideal for India's festive climate. The colour palette transitions beautifully from ivory, blush pink, and yellow to olive green, fuchsia, purple, and muted metallics, mirroring the understated romance of modern festivities.

For Every Mood and Moment

The collection offers **kurta sets**, **kimono-style tunics**, **statement kaftans**, **and flowy kalidars** — pieces that move seamlessly from day to night, and from intimate mehendis to festive soirées.

"Each design resonates with a different facet of the modern Indian woman," says Chandrima. "Whether she prefers understated grace or something more statement-making, *Zahara* celebrates individuality through comfort and craft."

Highlights to Adore

One of the standout pieces is the **ivory and gold cutwork kurta with beadwork and 3D floral appliqués**, paired with straight cutwork pants — a vision of purity and romance. Another highlight is the **olive green short flared kurta** with **contrast cord work and bead detailing**, styled with flared pants — *vibrant yet subtle*, *festive yet easy to wear*.

Lightweight, versatile, and thoughtfully designed, *Zahara* is perfect for travel weddings, festive gatherings, and year-round celebrations — a collection that reminds us that festive dressing can be **as easy as it is elegant.**

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