

Whencut Goddamn's 'Delulu Era' Invites You to Embrace Fantasy, Playfulness, and Pure Self-Expression

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We all begin as dreamers — sketching castles in the air, dressing up in imagined costumes, and spinning stories where we're the heroes. Childhood fantasies are never bound by logic; they are playful, exaggerated, and deliciously *delulu*. It is from this same spirit of unfiltered imagination that **Hyderabad-based label Whencut Goddamn** unveils its limited-edition collection, **Delulu Era** — a celebration of drama, softness, and unapologetic self-expression.

Delulu Era: Where Dreams Meet Design

Founded by artist and designer **Venkat Gaddam**, Whencut Goddamn has always been recognised for its art-driven approach. "Each piece is a canvas where prints, embroidery, and textures come together like brushstrokes," Venkat shares.

For him, *Delulu Era* is an invitation to reconnect with one's inner child — the fearless dreamer who believed in magic and imagination. "It was about stepping into a fantasy version of myself. I wanted to explore what it means to be playful and unapologetically me," he explains.

The collection's **colour story is soft and whimsical**, built around **pastel hues** that evoke nostalgia, balanced by **bold, sculptural silhouettes** that channel diva energy.

Wearable Art Meets Fantasy Couture

Fabrics like **silk organza, linen, and modal satin** form the foundation for **hand-embroidery, appliqué, and layered cutwork**, transforming garments into textured canvases. "The embroiderers were hesitant at first because the designs were unconventional," Venkat recalls, "but when they saw the final effect, their faces lit up. That joy is as much a part of the piece as the fabric itself."

Each piece carries the brand's signature whimsy — a collision of art, fantasy, and couture craftsmanship.

Standout Creations to Dream In

Among the collection's highlights is the **Gothic Daydreams gown**, featuring **3D textured embroidery that mimics carved motifs**. A **corseted bodice** cinches the waist before opening into an **asymmetric, tulle-detailed skirt** — the perfect mix of fantasy and rebellion.

The **Quiet Mischief co-ord set** is another showstopper, with a **silk organza shirt** hand-embroidered with a **warrior portrait in layered cutwork**, paired with **flowing satin palazzos** that move like liquid art.

Owning Your Delusion and Divinity

At its heart, *Delulu Era* is about **empowerment and individuality**. “The message is to own your delusion and your divinity. Don’t wait for permission to be larger than life,” Venkat says. “Fashion, for me, is a tool for self-definition — and *Delulu Era* is about encouraging people to celebrate themselves.”

With its mix of whimsy, art, and unapologetic drama, *Delulu Era* reminds us that fashion is not just about dressing up — it’s about **dreaming out loud**.

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