

Nitika Gujral's 'Umang' Celebrates Love, Heritage, and the Radiance of New Beginnings

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While the institution of marriage holds a different meaning for everyone, at its heart, it's about finding comfort, understanding, and love — about welcoming someone new into your world and stepping into a shared future. It's an emotional blend of joy and nostalgia, of leaving behind one home to build another.

Fashion designer Nitika Gujral's latest collection, *Umang*, captures these very emotions — joy, anticipation, and togetherness — through exquisite craftsmanship and timeless silhouettes for both brides and grooms.

The Emotion Behind Umang

"The word *Umang* means euphoria or happiness — the very first feeling that comes to mind when a couple begins their journey together," shares Nitika. For her, this phase is filled with both excitement and vulnerability — and translating that emotion into design is what gives *Umang* its soul.

"As a designer, one must connect with the emotion behind a collection and let creativity flow from that space," she says. The result is a bridal line that radiates romance, heritage, and grace.

Designs that Speak the Language of Celebration

Umang offers breathtaking ensembles for both brides and grooms. The bridal silhouettes vary from **classic and regal** to **ethereal and modern**, featuring **halter blouses paired with diaphanous veils** for the contemporary bride.

For the grooms, Nitika presents **zardozi-embellished sherwanis** with **coordinated cummerbunds, safas, stoles, and embroidered footwear** — each element reminiscent of royal grandeur. "Achkans with tonal embroideries pair beautifully with our modern lehengas," she adds.

Crafted in **raw silk, tissue, tulle, and organza**, the ensembles blend opulence with lightness. "Raw silk conveys the luxury we associate with wedding wear, while the other fabrics lend a delicate, ethereal charm to dupattas and veils," Nitika explains.

A Palette That Moves Beyond Tradition

Rather than adhering to a single palette, *Umang* explores a **wide spectrum of colours** — from the classic reds of **vermilion, scarlet, and burgundy** to **ivory, blush pink, coral, and peach**. "We customise colours too, because today's brides often prefer pastels for morning weddings and sundowners," she notes.

Each hue reflects a personal story — from passion and power to serenity and new beginnings.

Where Heritage Meets Modernity

Deeply rooted in India's rich craft traditions, Nitika's work shines through her commitment to **hand embroidery** and **artisanal excellence**. The bridal and groom wear pieces feature **floral jaals and paisleys** created using *dabka, kasab, dori, gota patti*, and *resham* work. Meanwhile, her modern silhouettes include **geometric patterns interwoven with delicate florals**, brought alive with **beads, sequins, metallics, and crystals**.

Her deep respect for craftsmanship is personal. "There were no design schools when I started," Nitika recalls. "Everything I learned came from working with artisans and weavers. Now, the sons of my oldest craftsmen run their own enterprises and continue embroidering for our label."

Most of the artisans for *Umang* come from **Uttar Pradesh, Bihar, and Bengal**, carrying forward traditions passed down through generations.

A Campaign Rooted in Romance

The *Umang* campaign was shot at **Raniji ki Baori in Bundi, Rajasthan**, a historical stepwell that beautifully ties into the collection's theme. "A *Baori* was often built by a king for his consort — symbolising love, devotion, and legacy. It resonated perfectly with *Umang's* essence," Nitika shares.

For the Modern Royal Couple

In a world where couples curate every detail of their big day, Nitika believes individuality is key. "Young couples today are invested in creating a look that represents who they are. My role is to help them express that while keeping our traditions alive," she says.

Her favourites from *Umang* include a **classic red lehenga** paired with an **olive green angrakha sherwani and flowing choga** — and a **burgundy lehenga with a matching burgundy and grey sherwani**. "These are already among our bestsellers," she smiles.

For Nitika Gujral, *Umang* is more than a bridal collection — it's a **celebration of love, craft, and continuity**. A reminder that while trends evolve, the emotion behind every wedding — *that feeling of euphoria* — remains timeless.

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