

Label Urmil's 'Silent Fold': Where Festive Glamour Meets Sculptural Elegance

Published on 29 Oct 2025 | By IFI Correspondent



Besides all the illuminations, sweets, firecrackers, and rangoli, **Diwali** is also the season to shimmer in your sartorial best. To complement the festival of lights, **label Urmil** unveils its festive edit titled **Silent Fold** — an ode to understated glamour and timeless chic. Conceptualised by designer sisters **Prerna Singh** and **Ritika Singh Goyal**, this collection blends modern sophistication with artisanal finesse.

For *India Fashion Icon*'s Diwali special cover, **Subiksha Shivakumar**—the dusky beauty from the South—embodies Urmil's contemporary festive spirit. Shot in Mumbai, the cover captures Subiksha in radiant silhouettes from *Silent Fold*, each look echoing refinement, texture, and quiet strength.

An Artistic Take on Festive Wear

Talking about the collection, **Ritika Singh Goyal** shares, "*Silent Fold is an exploration of textures, layers, and handwork where fabric becomes sculpture.*" The palette moves gracefully through **antique ivory, sage, and black**, with glimmers of **metallics and pearls** lending festive luminosity.

The designers have reimagined festive silhouettes like **jackets, skirts, saris, and lehengas** with **architectural folds, draped layering, and sharp tailoring**, giving each piece a modern edge while retaining its traditional heart. The choice of materials—**silk, organza, and textured weaves**—adds richness, while embellishments in **mother-of-pearl, metal, and string embroidery** elevate the craftsmanship.

"Our idea was to create something festive yet quietly powerful," adds **Prerna Singh**. "It's for the woman who prefers her elegance measured in detail, not dazzle."

Subiksha Shivakumar: The Face of Modern Festivity

The cover muse **Subiksha Shivakumar** brings the collection to life with her poise and luminous charm. Beyond the shoot, the model-entrepreneur—who also runs her own pickle brand—spoke to us about her journey in fashion and business, embodying the new-age woman who effortlessly balances creativity and entrepreneurship.

In Urmil's *Silent Fold*, she reflects the essence of today's festive fashion—rooted in craftsmanship yet progressive in form.

This Diwali, let your elegance unfold—silently, beautifully, and powerfully.

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