

Anita Dongre Elevates Indian Craftsmanship to Couture in AW'25 'Crafts of India'

Published on 31 Oct 2025 | By IFI Correspondent



In her Autumn/Winter 2025 collection, *Crafts of India*, Anita Dongre brings the timeless soul of Indian textiles to the forefront — translating ancient crafts into couture. A visionary who has always balanced purpose with beauty, the designer continues her legacy of merging tradition with modernity, presenting an edit that feels as rooted as it is refined.

From **ajrakh** and **bandhani** to **banarasi silk** and **pichhwai**, the collection celebrates India's textile diversity with meticulous artistry and contemporary restraint. "*Crafts of India* is my love letter to our artisans — a celebration of their skills and stories," says Dongre. "Every motif, weave, and drape reflects the continuity of culture that has shaped who we are."

The silhouettes are fluid yet structured — lehengas reimagined with lighter layers, saris paired with tailored blouses, and jackets that merge regal heritage with urban ease. The palette moves through jewel tones, earthy neutrals, and soft metallics, echoing India's landscapes and the richness of its crafts.

Building an Ethical Fashion Empire

Anita Dongre's creative ethos goes beyond design — it's a lifestyle built on mindful living and sustainable luxury. From her **eco-conscious home overlooking a forest**, she leads by example: growing her own food, driving electric, and advocating responsible consumption.

The founder of the ₹1,000-crore **House of Anita Dongre** — home to **AND**, **Global Desi**, **Pinkcity**, and **Grassroot** — continues to shape a future where ethics and aesthetics coexist. Through her ongoing collaboration with **SEWA (Self Employed Women's Association)**, she empowers women artisans across rural India, reaffirming her belief that **fashion can uplift as much as it adorns**.

With *Crafts of India*, Dongre redefines what couture means today — not just luxury, but legacy; not just design, but devotion.

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