

Indian-Born Designer Nilofar Jaques Adds Home-Grown Sparkle

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The new era of Taylor Swift — titled **“The Life of a Showgirl”** — has already become a visual spectacle. It’s full of glitz, glamour and vintage show-girl energy.

At the heart of this aesthetic moment is a piece of jewellery that brings Indian craftsmanship to the global limelight: the Basbas choker set by London-based brand Anayah Jewellery, founded by Indian-born designer Nilofar Jaques.

The Jewellery: A Crafty Spotlight

The hero piece, the Basbas choker set, is crafted with cubic zirconia that marries vintage drama with contemporary polish. Jaques explains it was not made specifically for Swift; rather, the piece was a signature design of her brand. As Jaques shared:

“Honestly, it was not on my 2025 bingo card... I suddenly get this email with a picture of her wearing my piece.”

She credits Indian artisans for executing the craft behind Anayah’s pieces, underlining how heritage skills meet global fashion demand.

Why It’s Significant

- This collaboration (or stylist-led moment) signals how Indian-rooted design houses are making major inroads into global pop-culture spaces.
- For Taylor Swift, whose visual identity for this era is show-girl sparkle and red-carpet drama, the jewellery amplification helps define the vibe.
- For Nilofar Jaques and Anayah, having a global star wear the piece elevates the brand language from niche to spotlight — especially as it carries Indian craftsmanship into the international arena.

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