

## Shiro Mani India Makes a Dazzling Paris Fashion Week Debut With ‘Qala’ — A Tribute to India’s Many Art Forms

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***Aarushi Garg’s slow-fashion label brings India’s artistic legacy to the global runway with its Spring/Summer 2026 collection.***

When **Aarushi Garg’s label, Shiro Mani India**, earned its coveted spot at **Paris Fashion Week**, it wasn’t just a career milestone—it was a celebration of India’s artistic legacy on one of fashion’s grandest stages. Her debut collection, titled **Qala**—derived from Persian and Urdu, meaning *art, craft, or skill*—is a poetic ode to the soulful mastery behind creation itself.

### An Ode to India’s Many Qalas

“I knew this collection had to be more than just a celebration of one tradition; it needed to be an ode to the many languages of Indian art,” says Aarushi. That philosophy shaped **Qala, Shiro Mani India’s Spring/Summer 2026 collection**, which brings together a vibrant tapestry of regional art forms—**gond from Madhya Pradesh, warli from Maharashtra, miniature paintings, pattachitra from Odisha, and kalamkari from Andhra Pradesh**.

“Unlike our earlier collections that focused on a single art form, *Qala* brings together many, making it our most visually layered and diverse edit yet,” Aarushi shares.

### Reimagining Tradition Through a Modern Lens

Each piece in *Qala* begins as a **hand-painted artwork**, later digitally adapted to retain every brushstroke’s emotion and texture. The collection reinterprets India’s traditional art styles through **modern palettes and silhouettes**.

“For instance, traditional kalamkari usually features deep primary tones, but we softened it with pastels and baby pinks to make it summer-ready,” Aarushi notes. “Gond’s iconic dots and lines have been transformed into abstract stripes and playful motifs like pomegranates (anar), adding symbolic depth.”

This season also marks the label’s **first foray into hand embroidery**, with carefully placed embellishments that enhance, not overpower, the artisanal prints.

## Art in Motion: From Canvas to Couture

Once the prints were finalised, the focus turned to **silhouette development**—translating the emotional power of art into forms that felt timeless yet relevant. “We draw from everyday observations—what people wear in cities, malls, and streets,” Aarushi explains. “It’s about identifying what feels truly timeless.”

The result? **Versatile pieces that bridge the past and the present**—fluid dresses, gathered silhouettes, embroidered separates, and contemporary saris that blend comfort with quiet sophistication. Every design embodies Shiro Mani India’s ethos of **wearable art**, a balance between storytelling and style.

## Sustainability and Soul

True to the brand’s **slow-fashion philosophy**, every piece in *Qala* is made from **100% biodegradable cotton** and coloured using **natural, azo-free dyes**—ensuring beauty with responsibility. “Our cotton decomposes naturally without harming the planet,” Aarushi says.

In a fashion world racing toward speed and excess, Shiro Mani India’s debut in Paris stands as a **symbol of India’s mindful luxury**—where craftsmanship, art, and sustainability converge in perfect harmony.

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