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Ridhi Mehra's 'Naaz' Marries Heritage Embroidery with Effortless Modernity

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The designer's latest wedding collection brings together old-world embroidery and fluid silhouettes—crafted for movement, elegance, and ease.

For the modern bride and her circle, **Ridhi Mehra's latest collection, "Naaz,"** offers a refreshing new language of festive dressing—one that's as light as it is luxurious. Rooted in **handcrafted embroidery and heritage textiles**, *Naaz* captures Ridhi's signature balance of **timeless craftsmanship and contemporary charm**.

The womenswear line seamlessly transitions from **mehendi brunches to grand wedding evenings**, featuring **pant-style sets, draped salwars, kali kurtas, flat saris, flared kurtas, jacket-skirt ensembles, capes, anarkalis, and halter-neck peplum ghararas**. Each piece celebrates intricate detail—**patola-inspired motifs, marodi work, and jewelled embroidery** come together to form ensembles that feel elevated yet effortless.

Heritage Meets Lightness

Unlike traditional bridalwear that can feel ornate or heavy, *Naaz* is designed with **fluidity and wearability** at its heart. "*I wanted every outfit to move with the wearer—to celebrate her joy, not weigh her down,*" says Ridhi. The result is a collection that honours tradition while embracing freedom of movement and modern expression.

The **colour story** flows beautifully from **soft gold and silver on black** to **lilac prints, rust orange, purple kota, mint tissue, and fresh pastels**—a palette that effortlessly bridges timeless elegance with youthful energy.

Menswear with a Minimal Twist

The **menswear edit** complements the womenswear line through **minimal yet festive silhouettes** ideal for the groom and his circle. Expect **bandi kurta sets in handloom kota and tissue**, and **monotone looks in red, black, and navy**—pieces that combine classic tailoring with contemporary refinement.

Together, the men's and women's lines narrate a story of **modern celebration rooted in Indian heritage**, where every garment feels light, luxe, and deeply personal.

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