

House of Ara's Latest Collection Reinterprets Bandhej in Western Silhouettes

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Avani Chandan's new drop blends tradition and trend through eco-conscious craftsmanship and fluid, modern tailoring.

In a beautiful confluence of heritage and modernity, **Avani Chandan's House of Ara** brings India's age-old **bandhej craft** into the global spotlight with its latest release — *The Bandhej Collection*. Known for its eco-conscious ethos and artisanal finesse, the label reimagines the intricate tie-dye tradition in **Western-inspired silhouettes** that are as fluid as they are fashion-forward.

Handcrafted using **traditional bandhej dyeing techniques**, each piece tells a story of slow fashion—imbued with character, culture, and craft. The edit spans **tailored blazers, breezy dresses, circular-cut skirts, and effortless co-ord sets**, designed to move gracefully through both day and evening.

Tradition with a Twist

"The idea was to make bandhej part of the modern wardrobe," says **Avani Chandan**, founder and creative director of House of Ara. "We wanted to bring the textile to the forefront—its depth of colour, texture, and geometry—while giving it global relevance through cut and form."

Unlike earlier collections that leaned into embroidery and heavy embellishment, *The Bandhej Collection* allows the textile to shine. With an emphasis on **colour play, print placement, and fluid tailoring**, it turns a heritage technique into a statement of quiet luxury.

The palette flows from **soft sky blue** to **deep chocolate brown** and **classic black**, evoking versatility and elegance. The fabrics have a subtle sheen, complementing the collection's **retro-inspired silhouettes**—flared skirts, cinched waists, and structured blouses that nod to the timeless sophistication of the 1970s.

Everyday Elegance Meets Heritage Craft

Avani shares that the design process was rooted in making Indian craft truly wearable beyond festive settings. "We've explored circular-cut skirts with five metres of ghera for that dramatic twirl, easy-fit co-ord sets with structured tops, and fluid dresses that flow with the body," she explains. "Each piece is designed to be flattering yet comfortable—something you can wear from brunches to weddings with just a change of accessories."

The result is a **contemporary tribute to Indian craftsmanship**—a line that balances drama and ease, making bandhej not just a craft of the past, but a canvas for the modern woman's everyday expression.

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