

Naibah's Fiorelli Collection: A Poetic Tribute to Women, Inspired by the Beauty and Strength of Flowers

Published on 05 Nov 2025 | By IFI Correspondent



In her latest collection titled **Fiorelli**, **Naionica Bahl Netarwal**, the founder and creative director of **Naibah**, pays a heartfelt tribute to women — celebrating their duality, depth, and grace through the timeless metaphor of flowers.

"Fiorelli takes its name from the Italian word fiore, meaning flower — a fitting reflection of the collection's spirit," Naionica shares. *"Much like women, florals carry both strength and softness — they bloom with beauty yet endure with resilience."*

Florals Reimagined Through Hand Embroidery

At the heart of Fiorelli lies **exquisite hand embroidery**, where delicate floral motifs shimmer subtly against fine fabrics. Every stitch tells a story of patience, precision, and femininity. *"We've reinterpreted Indian embroidery through a European sensibility,"* Naionica explains. *"Each motif moves with lightness and grace while maintaining structure and sophistication."*

Crafted in **raw silk, organza, and chiffon**, the pieces marry fluidity with form. The palette flows from **muted pastels** like blush and champagne to **bold tones** of plum, royal blue, and deep fuchsia — hues that evoke emotion and narrative. Geometric details subtly interlace with florals, adding a touch of modern artistry.

Luxury Occasion Wear with a Bridal Heart

Positioned between couture and occasion wear, **Fiorelli** embodies **"elegance without excess."** From lehengas and saris to structured shararas and fluid gowns, every ensemble exudes luxury with lightness.

"The Italian twist in Fiorelli lies in its structure and simplicity — minimal excess, maximum artistry," Naionica says. *"These are pieces made for women who want elegance that feels effortless, whether it's a wedding, a pre-wedding event, or a festive evening."*

For the Modern, Mindful Bride

Naionica observes a shift in bridal preferences — from ceremonial grandeur to **personalized comfort and authenticity**. *"Today's brides want pieces that tell their own story — something meaningful and wearable beyond the wedding,"* she notes.

Every silhouette in Fiorelli is **crafted for movement and freedom** while maintaining precision in structure. *"We work closely with artisans to ensure embroidery is light and balanced. Our fabrics are breathable, and our fits are based on real proportions — not unrealistic ideals,"* she emphasizes.

Fiorelli: A Symphony of Grace and Strength

Ultimately, Fiorelli is more than a collection — it's a **celebration of womanhood**, translating the essence of flowers into form, fabric, and feeling. It reflects the beauty of balance — soft yet powerful, timeless yet modern — much like the women who wear it.

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