

Anita Dongre: The Visionary Behind India's Fashion Powerhouse

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Anita Dongre's story is one of relentless passion, purpose, and perseverance. From modest beginnings in Mumbai to building a fashion house worth ₹800 crore, she has redefined Indian fashion with her mix of tradition and modernity. Through her labels—**AND**, **Global Desi**, and **Grassroot**—she has become a symbol of what happens when design meets empathy and sustainability.

Early Beginnings: A Dream Woven with Determination

Born in Mumbai to a middle-class family, Anita Dongre always had an eye for design. She studied fashion at **SNDT Women's University**, where her vision for accessible and inclusive fashion began to take shape. With just two sewing machines and her sister Meena Sehra as a partner, she started small—designing clothes from their home for local boutiques.

The early 1990s offered little space for independent female entrepreneurs in fashion. Yet, Anita's deep understanding of Indian textiles and urban women's needs helped her carve a niche in a crowded market.

Building the House of Anita Dongre

The turning point came in 1995 when Anita formally established the **House of Anita Dongre (HOAD)**. Her goal was simple—to design for the modern Indian woman who wanted comfort without compromising on style.

Her first major label, **AND**, targeted working women, offering chic and functional Western wear. It was a fresh concept at a time when office wear for women barely existed in India. The brand's success soon paved the way for **Global Desi**, launched in 2007—a vibrant, bohemian-inspired line that celebrated Indian prints and colours for young, free-spirited women.

Global Footprint and Celebrity Following

Anita Dongre's elegant designs have found admirers around the world. Her creations have been worn by personalities like **Kate Middleton**, **Priyanka Chopra**, **Sophie Turner**, and **Dia Mirza**.

Her international journey gained momentum in 2017 when she opened a flagship **Grassroot store in New York**, marking a milestone in taking Indian craftsmanship global.

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