

Priya Ahluwalia Shapes a Global Language From London

Published on 07 Nov 2025 | By IFI Correspondent



Priya Ahluwalia, the creative mind behind her eponymous London-based label *Ahluwalia*, has become one of the most compelling voices in contemporary fashion. Drawing deeply from her Indian and Nigerian roots, she crafts designs that embody dual heritage and cultural storytelling. Her collections are celebrated for their use of up-cycled materials and unisex tailoring—an aesthetic that blends global sensibilities with personal history.

Since founding her brand in 2018, Ahluwalia has achieved remarkable international recognition. Her label has dressed notable personalities including Olympic sprinter **Gabby Thomas**, and she has even graced the **Met Gala**—a testament to her creative reach and influence.

Sustainability as a Way of Life

For Priya Ahluwalia, sustainability is not a marketing slogan—it is the foundation of her brand. She often emphasizes that “the Global South has been bear the brunt of” environmental exploitation, making her approach both personal and political.

By sourcing deadstock fabrics and reimagining discarded materials, Ahluwalia redefines what luxury can look like in the 21st century. Her designs radiate warmth and wearability while quietly challenging fashion’s wasteful systems. Importantly, she doesn’t romanticize sustainability; instead, she views it as a return to common sense and cultural continuity—values she attributes to her Indian and Nigerian heritage.

Creating Clothes That Tell Stories

Transitioning beyond aesthetics, Ahluwalia focuses on garments that *feel lived-in and meaningful*. Every piece from her label reflects human experience—its imperfections, textures, and layers of memory. Through colour, cut, and craftsmanship, she bridges tradition and progress, ensuring that each creation resonates.

Her collections often draw from personal archives, photographs, and family narratives. This storytelling approach transforms her fashion into a form of cultural preservation, celebrating diaspora identities and shared histories.

A Global Yet Grounded Growth Strategy

Rather than pursuing rapid expansion, Ahluwalia champions **gradual, intentional growth**. She is expanding into new markets like **Lagos**, recognising the creative energy and cultural pride that West Africa offers. At the same time, she has her eyes on **India**—a country she hopes to enter with care and authenticity.

This measured approach underscores her long-term vision: to create a global brand that respects local craftsmanship, sustainability, and individuality.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.