

Pranidhi's Doorbeen Creatives: Visual Storytelling for Fashion

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With her co-founder Saurabh, Pranidhi runs Doorbeen Creatives, a photography and film-making company for fashion, lifestyle, craft and cultural brands.

A Journey from Fashion Communications to Creative Direction

Pranidhi studied Fashion Communication Design at National Institute of Fashion Technology (NIFT) Bangalore, and then worked with Amazon Studio India as a photographer. Her passion for visual arts and culture propelled her independent practice and eventual co-founding of Doorbeen.

Mission & Impact

Doorbeen reframes how brands tell stories—through a forward-looking lens (“Doorbeen” means binoculars) and a holistic understanding of craft, heritage and textile. This makes the visual output both culturally rooted and globally relevant.

Why It Matters

In the saturated space of brand content, Pranidhi's work stands out for weaving meaningful narratives that connect fashion, culture and heritage. This approach supports brands that want more than just surface aesthetics—they want depth.

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