

New Atelier Chorus Elevates Indian Craft at Mumbai's Kala Ghoda

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Amid the creative lanes of Mumbai's Kala Ghoda arts precinct, a fresh entry into the fashion-craft has arrived: Chorus. Spearheaded by Karishma Swali and Avantika Swali, this atelier and retail space aims to re-frame luxury apparel world.

Space of Many Voices

Located on Nagindas Master Road opposite the celebrated café/restaurantAmericano, Chorus occupies a trio of storeys where “many voices” of craft come together—hence the name. According to Swali, “Craft, by its nature, is plural ... each artisan, each loom, each weave carries its own voice.”

Inside, the ground floor features sculptural weaves that pay tribute to the often-invisible labour behind handloom textiles; the first floor houses ready-to-wear, wellness and accessories; and the upper level is reserved for a made-to-measure couture segment where traditional techniques meet tailoring and bespoke cuts.

Craft Meets Couture

The debut collection, titled *Other Worlds*, brings together natural textiles such as eri-silk and hand-woven cotton. Overall shaped into structured silhouettes that blur the lines between ready-to-wear and art. The Made-to-Measure level elevates embroidery, weaving and tailoring into couture-style garments.

Mindful Experience, Slow Fashion

More than just a shopping destination, Chorus invites visitors to linger, explore and reflect on the making of luxury. The warm wood interiors, marble inlays, hand-blown glass chandeliers and curated craft objects create a sensory environment that signals purpose, provenance and pace. In a fashion climate driven by fast trends, this stands out as a deliberate, slower alternative.

Why This Matters

- For Indian craft and textile sectors: Chorus provides a platform where heritage techniques are not usual.
- For luxury fashion: It exemplifies how brand-spaces are evolving to include transparency, storytelling and experience—not just products.
- For shoppers and artisans alike: A venue where the consumer can “see the hands that made it”, and where the maker's voice is central.

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