

Harsheen Jammu: From IIM Grad to Wedding-Story Visualist

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Harsheen Jammu began her professional journey not in a camera-bag, but in academia—she is an IIM graduate who shifted tracks into visual storytelling. According to her feature on SugerMint, she channelled that business education and creative appetite into founding her wedding-photography venture, Ombre by Harsheen Jammu.

Drawing from over a decade of experience, her approach to weddings and special occasions is less about mere documentation and more about *crafting a narrative*. As she puts it, she aims to “capture love in every shade.”

The Brand & Signature

Ombre by Harsheen Jammu operates out of the Delhi–NCR region (notably Gurgaon) and serves high-end weddings, destination shoots and luxury visual works. It’s described as delivering “narrative films” and aesthetic-rich portfolios for couples who want more than traditional wedding photography.

Harsheen emphasises qualities such as window-light, original ideas, and capturing “tiny unforgettable moments.”

She appears to wear various hats: photographer, director, brand-curator and creative lead—a multi-faceted role that combines artistry with managerial oversight.

Why Her Path Matters

- **Skill diversification:** She began with a business education, yet translated that into a creative craft—showing how hybrid backgrounds can work in creative professions.
- **Narrative-focused work:** For you as a makeup/beauty professional, the lesson is clear: it’s not just execution, but *storytelling* (through visuals, style, mood) that elevates work.
- **High-end niche:** By positioning her brand in premium weddings and destination shoots, Harsheen shows how creative professionals can move beyond volume to value.
- **Brand building:** Her work isn’t just “take photos” but “build an experience, a memory” which feeds into how you might think about your own personal-brand narrative.

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