

## Amy Devan: The Visionary Redefining Fashion and Storytelling

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In a world where career pivots are often sparks passion, **Amy Devan**, Designer and Creative Director of **Naveda** and **Naveda Couture**, stands out as a remarkable example of reinvention. After completing her MBA in 2006, Devan initially pursued a corporate path, working in marketing and business development across several industries. While grateful for those experiences, her heart remained rooted in creativity — a calling she could no longer ignore.

Driven by an unshakable desire to design, Devan made a bold decision that would ultimately alter her life's trajectory. She left behind everything familiar, packed her belongings, and embarked on a transformative journey to India. This trip, half-way across the world, was more than a geographical shift — it was a return to her roots. Immersing herself in the craft traditions of her heritage, she studied artisanship firsthand. Further deepening her appreciation for the cultural and creative foundations that would eventually inspire her own brand.

### From Parsons to the Birth of Naveda

Upon returning from India and feeling more creatively awakened than ever, Devan moved to New York City to attend **Parsons – The New School for Design**, one of the world's leading design institutions. It was here that her long-held dream took shape. With renewed vision and refined skills, she launched **Naveda™**, a brand rooted in craftsmanship, storytelling, and emotional resonance.

Her journey from business strategist to designer was not only bold — it became the foundation of a brand. Therefore celebrating individuality, art, and the human experience.

### A Brand Built on Meaning and Self-Expression

At the heart of **Naveda** lies a philosophy that sets it apart: it is **not merely a fashion brand**, but a curator of art. Each collection is crafted to reflect the many seasons of life — light, darkness, growth, and self-discovery. These moments, both universal and deeply personal, become the inspiration behind Naveda's heirloom jewelry and accessories.

“Our pieces cultivate conversations, tell stories that resonate, and remind us to pause, be present and stand firmly in our power,” says Devan. Her commitment to weaving intention and storytelling into every step of the design process has made Naveda not just a label, but a movement toward meaningful adornment.

### Influenced by Family, Heritage, and Travel

Devan's creative identity is shaped by the strong women in her family, her Indian heritage, and her love of travel. These influences are evident in the brand's intricate artistry, global aesthetic, and emotional depth. Naveda's designs often merge traditional craftsmanship with contemporary sensibilities, resulting in pieces that feel timeless yet modern.

### Expanding Her Vision: The Naveda Edit

Beyond Naveda Couture, Devan continues to empower other brands through **The Naveda Edit**, her agency. Drawing from two decades of expertise in marketing, communications, business development, and design, she helps emerging and established brands discover their “it factor.”

Whether designing jewelry or shaping brand identities, her mantra remains the same: **lead with simplicity, purpose, and human connection.**

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