

## From Fashion Student to Bollywood's Red Carpet Stylist: The Rise of Aastha Sharma

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Interestingly, Aastha didn't begin with a clear plan to enter fashion. As a young woman, she once considered becoming a lawyer — like her father. However, after graduation she found herself drawn instead towards fashion. She enrolled in a Fashion Marketing and Merchandising course, and gradually developed a deep interest in styling.

That turn of events set her on a different path. What started as curiosity and academic pursuit soon turned into a passion for styling — a field that was, at that time, newer and less trodden.

### Breaking In: From Journalism to Styling Startup

After her education, Aastha gained early experience working with the magazine Harper's Bazaar Bride India as a senior stylist.

In 2012, driven by ambition and vision, she founded Wardrobist Consultancy Pvt Ltd — a styling house based in Mumbai that would go on to transform how celebrities and brands approach styling.

This bold move marked the beginning of her entrepreneurial journey, giving her full control over her styling aesthetic and business direction.

### Styling for the Stars — Building Trust & Reputation

Over the years, Aastha Sharma has become a trusted name among Bollywood's elite. She has styled a wide roster of prominent actors — including Aishwarya Rai Bachchan, Disha Patani, Nora Fatehi, Huma Qureshi, Kajol, Rakul Preet Singh and many more.

Her collaboration with Aishwarya Rai Bachchan, in particular, stands out — especially her work styling Aishwarya for multiple editions of the Cannes Film Festival red-carpet.

According to her, styling is not just about glamor: "When you are working as a stylist, you have to understand their personal style, comfort level, body type — and translate that into outfits that reflect their identity, not just clothes."

That sensitivity, combined with her creative vision, has set her apart in a competitive industry.

### Expanding the Brand

Under Wardrobist, Aastha has not only focused on celebrity styling but also extended her scope to fashion campaigns, wedding styling, brand collaborations, and editorial work.

Her company has worked on high-profile brand campaigns — for example with fashion labels and major corporate clients — and styled celebrities for films, red-carpets, and web-series.

In one recent example, she collaborated with a contemporary fashion label for a festive-season campaign, underlining her versatility and influence beyond just celebrity wardrobes.

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