

Kriti Sanon & Anita Dongre Weave Heritage Into Chic Ajrakh Saree Magic

Published on 28 Nov 2025 | By IFI Correspondent



The hand-block printed textile Ajrakh printing is deeply rooted in artisan traditions from Gujarat. The process spans sixteen steps, involving multiple rinses and natural dyes — producing distinctive, earthy tones in reds, blues, and browns.

With her latest appearance, Kriti Sanon brought this heritage craft into the spotlight — wearing a saree from Anita Dongre’s “Anuka Ajrakh” collection that honours tradition while embracing modern sensibilities.

The Look: Red, Refined and Refreshingly Contemporary

Kriti’s saree dazzles with its earthy-red base and block-printed motifs, typical of Ajrakh. But rather than resting on nostalgia, the saree is reimagined: the fabric feels light, wearable — a modern nod to a storied craft.

Particularly striking is the blouse and drape detailing. Anita Dongre adds subtle fringe along the saree’s edge — a playful twist that disrupts the rigid geometry of block prints and introduces movement and attitude without overpowering the traditional base.

That fringe detail gives the outfit a fresh, contemporary rhythm. The saree doesn’t try to “modernise” through heavy ornamentation; instead it lets the craft speak through minimal yet thoughtful design.

Why This Collaboration Feels Right

This pairing of Kriti and Anita Dongre feels more than just sartorial — it’s a statement. It shows that traditional Indian craftsmanship can be part of everyday—and even high-fashion—wardrobes without feeling costume-like.

By choosing an Ajrakh saree and wearing it with ease and poise, Kriti demonstrates that heritage wear can be relevant, modern, and effortlessly stylish. The look isn’t about making a loud fashion statement; instead it’s about quiet elegance grounded in history and craftsmanship.

- **Revives traditional craft:** Ajrakh printing gets renewed visibility in modern fashion contexts through such launches.
- **Bridges old & new:** The Anuka Ajrakh saree transforms a centuries-old textile into a contemporary wardrobe piece.
- **Inspires wearers:** For fans of Indian textiles and heritage fashion, this look becomes a reference — wear cultural roots with confidence and modern flair.

Through this collaboration, Anita Dongre and Kriti Sanon show us that ethnic wear doesn't have to be heavy or ceremonial to be impactful. When thoughtfully styled, tradition can become timelessly chic.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.