

House of MISU: From Passion Project to Fashion-Consultancy Enterprise

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House of MISU was founded by childhood friends Mitali Sagar and Summiyya Patni. Their friendship dates back to school — and along the way, they shared a growing love for fashion, styling, and self-expression. When Mitali returned to India after studying Fine Arts, Apparel Merchandising and Art History abroad, and Summiyya completed her jewellery-design training, the two decided to formalise their joint dream. They launched House of MISU around 2009–2011 as a styling and fashion-consultancy venture.

Their core belief: fashion isn't just about labels — it's about **personal style, confidence and helping people present the best version of themselves.**

What House of MISU Does: Styling, Consulting, & Collaboration

Over time, House of MISU expanded well beyond a styling service:

- **Fashion & Style Consulting:** They offer personalized styling for clients — helping everyday individuals as well as public-facing clients (models, shoots, events) with wardrobes that reflect their personality and body type.
- **Photo Shoots & Styling Projects:** They've styled for shoots, events, and collaborated with established fashion and beauty brands.
- **Brand Collaborations & Capsule Collections:** House of MISU has worked with lifestyle and accessories brands, curating capsule collections or collaborating on promotional campaigns.
- **Fashion & Lifestyle Media-Content:** Their background includes blogging, social-media presence, and content creation — offering style inspiration, trend analysis, and lifestyle guidance.

Thus, what began as a small styling concern has transformed into a **multi-faceted fashion-business** — consulting, styling, collaborations, and digital fashion content.

Philosophy & Approach

House of MISU emphasizes that real style comes from personality and comfort — not blindly following global trends. They believe in:

- Picking and customizing trends to suit one's individuality rather than copying.

- Ensuring styling remains classy, tasteful, and reflects confidence — not forced glamour.
- Making fashion inclusive — helping “real people” (not just models) discover a style that works for them.

Their journey illustrates how fashion consultancy + digital presence + business mindset can build long-term enterprise — not just trend-based popularity.

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