

New Indian Fashion Label Naarangi

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Launched in 2024, Naarangi — whose name means “orange” in Hindi — is a new Indian fashion brand built on the idea of joy, colour, and slow, conscious fashion.

The brand offers resort wear and handcrafted clothing produced in small batches, reflecting a commitment to sustainability and mindful production.

Founders' Vision:

Naarangi is co-founded by two women: Rudrakshi — who brings design sensibilities — and Ishita — who complements with business acumen and market insight. Their partnership combines creative impulse with strategic grounding. The duo say their design process begins not with trends or market pressure — but with memory, mood, and emotion. Colours and silhouettes are inspired by nostalgia, childhood summers, and everyday joy. Each garment, they say, is meant to feel like “a love letter” — not just clothing, but a wearable memory.

Style Philosophy

Naarangi draws from Indian crafts, natural fabrics and traditional colour palettes — but reinterprets them for modern wearers.

Pieces are designed to be easy, breathable, and comfortable — perfect for resort wear or relaxed lifestyles — while still carrying a distinct sense of character and cultural resonance.

Collections like “Chaska” celebrate nostalgia, colour, and playfulness — turning everyday clothes into joyful expressions of identity. [shopnaarangi+1](#)

Conscious Fashion

Naarangi emphasizes sustainability and ethical production. Its garments are made in small releases, often handcrafted, and avoid the excess and waste common in fast fashion.

By combining respect for heritage, care for fabric and mindfulness toward environment — the brand aims to offer something beyond style: a thoughtful lifestyle choice.

Looking Ahead

Rudrakshi and Ishita envision a future where Naarangi remains rooted in its founding values — emotion, craft and conscious design — even as it grows. They hope to expand their range while preserving the intimacy and ethics of their production process.

For fashion lovers who appreciate meaning, memory, and mindful style — Naarangi offers clothing that's not just worn, but felt.

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