

## Ananya Panday Glows in Orange Banarasi Saree

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At the star-studded launch of the Swadesh flagship store in Mumbai on December 5, 2025, Ananya Panday emerged as one of the evening's standout appearances — draped in a bold **orange Banarasi brocade saree** that captured both festivity and elegance.

The saree — created under Swadesh's banner with styling inputs reportedly from Manish Malhotra — boasted a luminous silk brocade finish and traditional weaving, making it a perfect blend of heritage craft and contemporary style.

### Styling

Ananya kept her overall styling simple, letting the saree do the talking. She paired it with minimal jewellery — subtle gold jhumkas, bangles and rings — and allowed the garment's texture and vibrant hue to remain the centerpiece.

The blouse design and draping added a youthful energy to the classic saree silhouette, making it ideal for festive events, weddings or celebratory evenings. The brightness of the orange brocade made it stand out among other traditional outfits at the event.

### Why This Look Resonates

Ananya Panday's choice reflects a broader trend: younger Indian celebrities embracing traditional handloom and heritage textiles — but styling them in ways that resonate with modern sensibilities. Her orange saree isn't just about nostalgia; it's about making the saree relevant and fashionable for 2025.

By choosing a Banarasi brocade saree for a high-profile evening event, Ananya also subtly spotlighted the craftsmanship behind Indian weaves — giving visibility to traditional artisans and heritage textiles in contemporary pop-culture fashion.

For those looking for festive or wedding-ready saree inspiration, this look is a strong example of how to balance tradition, elegance and youthful energy.

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