

KALKI Opens Flagship Couture Store in Ludhiana

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Ludhiana — Couture label KALKI has strengthened its North India footprint with the launch of its new flagship store in Ludhiana. The store was inaugurated by actor Wamiqa Gabbi at an exclusive event, marking a significant milestone in the brand's retail expansion strategy.

An Immersive Couture Experience

Designed as a destination for personalized luxury, the Ludhiana flagship features private bridal lounges, expansive trial rooms, customization studios, and digital lookbooks to support seamless product discovery. Visitors can explore KALKI's full range of bridal couture, festive wear, trousseau collections, menswear, and accessories.

Introducing the Ludhiana Capsule Edit

The opening also debuts the Ludhiana Capsule Edit, curated specifically for North Indian wedding preferences. The collection includes handcrafted bridal lehengas, lace sarees, and contemporary menswear. The store will also showcase the brand's acclaimed ZEHN couture collection, originally unveiled at Falaknuma Palace.

Saurabh Gupta, Founder & CEO of KALKI, said, "Ludhiana represents the perfect amalgamation of tradition and modernity, much like KALKI itself. This store is our way of celebrating North India's love for couture while offering a personalized, immersive experience that makes every customer feel special."

With strong traction in Delhi and other northern markets, the Ludhiana flagship reinforces KALKI's strategy of expanding across India's key wedding-fashion hubs, bringing luxury couture closer to discerning clients.

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