

Masaba Gupta brings vibrant “desi glamour” to Miami

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Renowned Indian fashion designer Masaba Gupta has taken her creative vision global, unveiling a 20-piece capsule collection in Miami that merges traditional Indian aesthetics with contemporary luxury. The showcase, part of Miami Art Week and presented under the banner Art from the Eye of India, featured her new collection — aptly named Ghee? Shakkar — combining both clothing and fine jewellery.

Held at a candle-lit, Mughal-inspired setting curated to evoke a contemporary Indian palace, the event offered a rich sensory experience that went beyond fashion. Poetry by global bestselling poet Rupri Kaur, dance, design, and art blended with Masaba’s designs — creating an immersive tribute to Indian culture and heritage.

According to Masaba, “India has been my biggest source of inspiration, and I carry India on my sleeve, now more than ever as we make our debut at Art Basel, Miami.” What began as playful experimentation with prints has now evolved into one of India’s most recognised contemporary fashion brands — offering luxury, wearable pieces rooted in heritage yet designed for a global audience.

The Ghee-Shakkar collection draws on vivid motifs — from cosmic patterns and cityscape-inspired textures to bursts of hot-pink gulal — and blends them with intricate embroidery and fusion-style silhouettes. This marks a bold statement: Indian fashion as versatile, expressive, and globally relevant.

Masaba’s presentation in Miami is more than just a runway moment — it’s a cultural statement, emphasising that Indian heritage can be reinterpreted on the world’s biggest art and fashion platforms, without losing its soul