

Subiksha Shivakumar Redefines the Modern Model in Fashion and Creativity

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At just **26 years old**, **Subiksha Shivakumar** is challenging traditional definitions of what it means to be a *modern model* — blending fashion, content creation, artistic direction, and entrepreneurship into a unique creative identity. Rather than being confined to one label, Shivakumar describes herself as a “**multidisciplinary creative**,” reflecting the evolving nature of the fashion industry and her own expansive career path.

Breaking Out of Traditional Labels

Unlike many in her field, Shivakumar’s professional journey extends far beyond runways and photo shoots. She has built a diverse portfolio that includes **content creation, acting, makeup artistry, dancing, styling, and creative direction**, alongside traditional modeling roles. Her creative versatility was evident from a young age, and she now uses it to shape her own narrative in an industry historically bound by rigid categories.

Personal Style Rooted in Culture and Creativity

Shivakumar’s personal style is deeply influenced by her background and family ventures, particularly *Aacharam*, a family-run food business known for its inventive twists on traditional TAMILIAN cuisine. She draws a parallel between her fashion choices and the inventive flavours of dishes such as “*Modak in the Wild*”, illustrating how her cultural roots influence her aesthetics both on and off the runway.

Navigating and Challenging Industry Norms

After graduating from the National Institute of Fashion Technology (NIFT) in Bengaluru, Shivakumar initially booked conventional and catalogue-style gigs. However, she soon realised the pressure of industry stereotypes — particularly for models with darker skin tones, who were often typecast into limited roles. The onset of the global lockdown became a turning point, prompting her to explore **content creation** as a way to express her true creative voice and break away from restrictive labels.

Her breakout came when she starred opposite singer-rapper Honey Singh in the music video “*Melody Roja*” (2022), solidifying her presence in fashion and entertainment. Since then, Shivakumar has collaborated with renowned designers and brands, including **Anamika Khanna, Amit Aggarwal, Good Earth India, Tarun Tahiliani, Bloni Atelier, and Levi’s India**.

Redefining Representation and Self-Expression

Shivakumar has been vocal about resisting industry pressures, particularly around body image and conformity. When asked to edit out her natural features like dark circles for a beauty campaign, she refused — emphasising the

importance of preserving personal identity and heritage over unrealistic beauty standards.

Raised by a single mother alongside her siblings, she proudly embraces her diverse cultural roots and uses her platform to advocate for **greater inclusivity and representation** in fashion.

Evolving With the Modern Fashion Landscape

Today, Shivakumar represents a new generation of fashion professionals who do not fit neatly into one box. Her approach combines *authentic storytelling*, *digital innovation*, *creative versatility*, and a strong personal aesthetic — proving that the role of a model can encompass far more than traditional runway presence.

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