

Payal Khandwala Expands Global Footprint With Growing US Presence

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Renowned Indian designer **Payal Khandwala** is steadily strengthening her presence in the US luxury fashion market, marking a significant milestone in the global journey of contemporary Indian design. Known for her distinctive blend of art, architecture and craftsmanship, Khandwala's work is finding growing resonance among international retailers and fashion audiences.

Khandwala, who launched her eponymous label in 2011, has built a reputation for sculptural silhouettes, handwoven textiles and a modern interpretation of Indian aesthetics. Her collections focus on timeless design rather than seasonal trends, positioning the brand as a slow-fashion luxury label with strong artistic credibility.

Growing Demand in the US Market

The designer's US visibility has increased through strategic retail partnerships and trunk shows, allowing American consumers to experience her collections firsthand. Select boutiques and luxury stores in cities such as **New York and Los Angeles** have showcased her designs, helping introduce Indian contemporary fashion to a wider global audience. Industry experts note that US buyers are increasingly drawn to labels that offer originality, craftsmanship and cultural depth — qualities that define Khandwala's work. Her garments, often inspired by geometry and abstract art, appeal to consumers seeking understated luxury with a strong design narrative.

Bridging Indian Craft and Global Design

Payal Khandwala's label is rooted in Indian handloom traditions, working closely with skilled artisans to create textiles that are both luxurious and sustainable. At the same time, the brand's clean lines and architectural forms align seamlessly with international tastes, making it accessible to global markets without losing its cultural identity.

Her growing US profile reflects a broader shift in global fashion, where Indian designers are gaining recognition beyond ethnic wear and being celebrated for contemporary luxury design.

A Global Vision for Indian Fashion

As she continues to expand her international footprint, Khandwala remains focused on maintaining creative integrity and craftsmanship. The designer's success in the US underscores the rising demand for Indian luxury brands that balance heritage with modernity.

With increasing global interest and a clear design philosophy, Payal Khandwala is positioning herself as one of the key Indian designers shaping the future of luxury fashion on the international stage.

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