

Provogue Unveils India's First "Design-It-Yourself" Luggage

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Provogue India has unveiled an innovative new offering — **MYN by Provogue**, billed as **India's first "design-it-yourself" luggage platform** — at the prestigious **Jaigarh Heritage Festival 2025**. The launch marks a creative fusion of personal expression and travel fashion, giving consumers the ability to **customise their luggage with unique designs, themes, and artwork** that reflect individual style.

The initiative was formally introduced during the festival in Jaipur, with the **MYN Heritage Limited Edition Collection** co-created in collaboration with the Jaigarh Heritage Festival. Inspired by **Rajasthan's royal artistry and cultural motifs**, the collection blends traditional aesthetics with contemporary travel lifestyle needs. The launch was attended by esteemed dignitaries including **His Highness Maharaja Sawai Padmanabh Singh of Jaipur** and **Princess Gauravi Kumari**, who praised the collection's artistic appeal.

Speaking on the occasion, **Pravin Prabhakar**, CEO of Provogue India, emphasised that the modern traveller seeks more than mere functionality from their travel gear — they want pieces that mirror their personality and passions. Under the brand's renewed vision, *Provogue aims to lead the evolution of travel products by seamlessly integrating style, durability, and self-expression.*

With over **28 years of legacy in India's fashion and lifestyle market**, Provogue has long been recognised for its contemporary approach to luggage, backpacks, and travel accessories. The brand's new MYN range represents a significant shift toward **personalised travel fashion**, empowering users to carry luggage that resonates with their identity and aesthetic preferences.

The announcement at the Jaigarh Heritage Festival underscores Provogue's commitment to marrying **heritage inspiration with design-led innovation**, bringing cultural narratives into everyday travel style for fashion-conscious and experience-oriented consumers.

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