

From Labubu Dolls to Prada Kolhapuris: 2025's Most Viral Fashion Moments

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In 2025, the fashion world was defined not just by runway collections but by *viral moments that broke the internet*, blending pop culture, controversy and quirky style trends that captured global attention. From playful collectibles to high-end runway debates, these fashion highlights reflect the diversity of what captured public imagination this year.

1. Labubu Dolls Become a Global Style Obsession

One of the year's most unexpected fashion hits was the rise of **Labubu dolls** as a *must-have accessory*. Originally collectible toys created by artist Kasing Lung for his Nordic folklore-inspired series *The Monsters*, Labubu dolls exploded into viral status after being embraced by global celebrities and influencers.

Seen dangling from luxury handbags and featured in countless social media posts, these quirky, “ugly-cute” figures became symbolic of Gen Z's playful subversion of traditional fashion norms — a trend fuelled by star sightings and entertainment stars sharing their own Labubu charms online.

2. Tribute to an Icon: Giorgio Armani's Passing

The fashion community paused in 2025 with the news of **Giorgio Armani's death**, prompting an outpouring of tributes during **Milan Fashion Week** and beyond. The legendary Italian designer's impact on modern tailoring and global style was widely commemorated across social media, print and runway tributes, reflecting his lasting legacy.

3. Prada's Crochet Safety Pin Brooch Sparks Internet Outrage

Luxury fashion house **Prada** found itself at the centre of online mockery in **November 2025** after launching a **crochet safety pin brooch** priced at **\$775 (approximately ₹69,000)**. The minimal accessory, featuring a simple safety pin design with crochet detailing, quickly went viral — not for its craftsmanship, but for its eye-watering price.

Social media users were quick to point out that the item could easily be recreated at home, with many comparing its cost to that of a **brand-new iPhone**. Memes, parody videos and DIY recreations flooded platforms like Instagram and X, questioning the justification behind luxury pricing for such a modest design.

4. Prada's Kolhapuri Sandals Stir Fashion Debate

Luxury fashion house **Prada** became a centrepiece of cultural discussion after showcasing **Kolhapuri-inspired sandals** in its Spring–Summer 2026 collection. Initially criticised for failing to credit the centuries-old Indian craft, the brand later acknowledged its inspiration following public backlash — spotlighting issues of cultural appropriation in global fashion.

5. Bollywood Stars at the MET Gala

Bollywood icons **Shah Rukh Khan and Diljit Dosanjh** made waves with their appearances at the **MET Gala**, celebrating Indian and Punjabi heritage on one of fashion's grandest stages. However, the moment grew complex when **Cartier declined to lend the Patiala Necklace to Dosanjh** — raising eyebrows given the jewellery house's prior loans to other celebrities. The episode sparked online debate and became a key pop culture moment.

2025 was a year where fashion was driven as much by *internet culture and conversation* as by seasonal collections. From *whimsical toy charms* redefining accessory culture to *global luxury brands confronting cultural histories*, these moments reflect how fashion now moves at the intersection of social media, celebrity influence and cultural dialogue.

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