

## India's Homegrown Nail Shades You Need !

Published on 22 Dec 2025 | By IFI Correspondent



As beauty trends continue to evolve in 2025, **homegrown Indian nail lacquer labels** are capturing attention with **uniquely expressive shades and innovative finishes** that appeal to both classic and adventurous consumers. These locally created nail colours offer creative alternatives to mainstream palettes — blending cultural influences, contemporary fashion trends and conscious formulations for stylish, statement-ready nails.

### Vegan & Statement Shades for Every Mood

One of the emerging highlights in India's nail scene is the rise of **vegan and cruelty-free lacquers** that do more than just add colour — they make a statement. Labels like **Indie Nails** are gaining popularity with rich, moody shades such as *"A Proud Dusky"* — a deep, sultry tone that adds mysterious elegance to manicures while being free from harmful toxins, quick-drying and glossy in finish.

Brands are also experimenting with **playful and bold finishes** such as holographics, cookie crumb textures, metallics and mattes — giving manicure lovers a range of looks from soft and minimal to dramatic and eye-catching. These trend-forward options reflect how nail lacquer has become an accessory in its own right, capable of complementing everything from casual weekend looks to festive ethnic wear.

### Trend-Inspired Shades Across Indian Beauty Labels

Beyond niche indie names, established homegrown beauty houses are infusing their lacquer collections with **season-relevant colours** that resonate with India's diverse fashion landscape:

- **Nykaa Cosmetics** leads with a wide spectrum of shades — from pastel and floral hues to unexpected metallic and mirror finishes — catering to trend-hungry consumers seeking expressive colour combinations.
- **Sugar Cosmetics** offers vibrant, deeply pigmented lacquers like *"Rust-ic Charm"* and *"Blu-tiful"*, delivering bold colour payoff and chip resistance for everyday wear or standout occasions.
- **Colorbar** balances rich, professional-grade finishes with unconventional hues such as deep teals, coral brights and holograph-inspired shades that elevate both subtle and daring manicure styles.

These brands reflect India's growing appetite for expressive nail art, from salon-inspired metallics to soft pastels and statement brights aimed at fashion-forward trends in 2025.