

Nachiket Barve's New Kala Ghoda Store Shows Thoughtful Fashion

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Indian fashion designer **Nachiket Barve** has opened a new flagship store in Mumbai's art-centric **Kala Ghoda** district, presenting a fashion space that defies the industry's obsession with rapid trends in favour of craftsmanship, thoughtful design and meaningful customer experiences.

A graduate of GenNext and a respected figure in the Indian fashion scene since 2007, Barve is known for creations that balance **craft with ease and longevity**—from sculptural saris seen on red carpets to award-winning costume work in Indian cinema. His new Kala Ghoda flagship reflects that ethos by inviting visitors to *touch fabrics, explore details, and engage with style beyond screen-driven expectations*.

Barve intentionally situates the store near where his grandfather ran a stationery shop in the 1950s, making the opening both a **personal and creative milestone**. He designed the space himself, with interiors that feel like a **visual essay**—featuring textiles, photography and artefacts that evoke travel, Indianness, and time.

In an era when physical retail faces pressure from fast online commerce, Barve emphasises the irreplaceable value of in-person interaction. "Fabric feel. Fit. Finish. And, perhaps most importantly, conversation," he says—highlighting how **friction in the buying experience can build trust and joy**, rather than mere transactional convenience.

The designer also remains candid about broader industry challenges, including **misunderstandings around heritage and craft**, and a lingering colonial mindset that undervalues indigenous design. His work continues to resist trend-chasing, placing **timeless and well-made fashion** at the centre of his vision.

Looking ahead, Barve is expanding into menswear, modular cocktail wear, and a **pre-order model to reduce waste**—while also maintaining work in costume design for film. Through the new flagship, he hopes to offer visitors "a window into his world"—one where **fashion is felt, discussed, and appreciated as a lasting experience** rather than a hurried purchase.

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