

Indian Jewellery Brand from Hyderabad Shines in Emily in Paris Season 5

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In the recently released fifth season of Netflix's hit series *Emily in Paris*, Indian fashion got a glamorous global moment as a jewellery brand from Hyderabad was spotted on screen. Amid the show's much-talked-about fashion—from European couture houses to bold new wardrobe choices—this cameo stands out as a proud milestone for Indian design on international pop culture platforms.

Styled by *Emily in Paris* costume designer Marylin Fitoussi, protagonist Emily Cooper (played by Lily Collins) was seen wearing two striking hoop designs from Hyderabad-based label Ridhi Asrani's jewellery collection. The pieces include the **Amalaka hoops**, adorned with marquise citrine crystals and pearls, and the **Karnika hoops**, featuring champagne-coloured crystals and intricate floral carvings.

These accessories were paired with a chic black-and-white polka dot ensemble as Emily explored Venice, blending seamlessly with the show's Italian-inspired aesthetics in this season. The appearance marks a notable recognition for Ridhi Asrani's brand, bringing Indian craftsmanship into the global spotlight alongside iconic designers featured throughout the series.

Speaking about the opportunity, Asrani shared that beyond the scale of the platform, the cultural influence held deep meaning—*Emily in Paris* represents modern femininity and self-expression, making the inclusion of her designs a significant moment in her brand's journey.

This isn't the first time Indian jewellery has been showcased in international television, but the visibility in a globally streamed series like *Emily in Paris* Season 5 marks a meaningful milestone for Indian fashion on the world stage.

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