

Blenders Pride's 2025 Run Was Anything But Ordinary

Published on 26 Dec 2025 | By IFI Correspondent



The **Blenders Pride Fashion Tour 2025**, one of India's most influential fashion platforms, has concluded its season with a series of spectacular and boundary-pushing showcases across major cities, reaffirming its role in shaping the country's evolving fashion landscape. Presented in collaboration with the **Fashion Design Council of India (FDCI)**, the Tour has once again blended high fashion with innovation, entertainment and cultural expression — offering a vivid glimpse of *Fashion's Next Move*.

A Journey Through Style and Innovation

This year's Tour unfolded across several dynamic chapters, each marked by unique creative visions, immersive formats and standout designers. From redefining **at-leisure aesthetics** in Guwahati with bold *Play En-Vogue* presentations to marrying cutting-edge technology with couture in Gurugram's **Futureverse** runway, the Fashion Tour explored diverse facets of contemporary style.

Along the way, designers such as **Tarun Tahiliani** showcased collections that blended heritage with modernity, while cutting-edge labels and visionaries pushed conceptual boundaries — celebrating craftsmanship, innovation and narrative depth.

The Kolkata Finale: Craft Meets Spectacle

The grand finale in **Kolkata** transformed the historic **Hooghly Riverfront** into an unforgettable runway. In a departure from traditional formats, the show featured a floating stage on the river and an experimental collection by renowned designer **Anamika Khanna** under **AK | OK**, with actor **Ishaan Khatter** appearing as the showstopper.

Set against the illuminated **Howrah Bridge**, the presentation reimaged familiar craft traditions — from **zardozi and chikankari to mirror work** — by deconstructing and reconstructing them into bold, sculptural forms that moved through light, sound and kinetic design. According to Pernod Ricard India's Chief Marketing Officer, the finale embodied the Tour's broader mission to treat craft as a *living, evolving force* rather than a static heritage.

Blending Creativity, Culture and Influence

Throughout its itinerary, the Blenders Pride Fashion Tour continued to spotlight India's creative vanguard — uniting fashion, performance, and cultural storytelling in immersive environments that resonated with audiences from coast to coast. From capsule presentations to expansive outdoor spectacles, the Tour reaffirmed its status as a **trendsetting platform** that amplifies visionary design and elevates India's place in the global fashion dialogue.

As the curtains close on the 2025 edition, industry insiders say the Tour has not only showcased *what fashion looks like today*, but also *where it's headed* — with innovation, inclusivity and expressive design at the forefront of the narrative.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.