

Anamika Khanna Closes Blenders Pride Fashion Tour

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The **Blenders Pride Fashion Tour 2025** wrapped up its highly anticipated season with a spectacular finale in Kolkata — transforming the historic **Hooghly River** into an immersive fashion runway under the iconic **Howrah Bridge**. The event marked a bold celebration of Indian craftsmanship and forward-thinking design, with **Anamika Khanna** closing the tour in unforgettable style.

Heritage Meets Innovation

Designer **Anamika Khanna** took centre stage for the grand finale, presenting her experimental **AK | OK collection** amid a breathtaking riverside setting. The showcase, produced in collaboration with the **Fashion Design Council of India (FDCI)**, played with the theme “**Future Is Crafted**” — offering a fresh reinterpretation of traditional Indian techniques like **zardozi, chikankari, and mirror work** through contemporary tailoring, metallic accents, and cosmic-inspired motifs.

Khanna’s collection blurred the line between heritage and modernity, illustrating how age-old crafts can evolve into visionary fashion without losing their roots. “Collaborating with Blenders Pride Fashion Tour allowed me to explore how Indian craftsmanship can be reimaged for contemporary expression,” she said.

A Runway Like No Other

The finale was staged on a **barge floating on the Hooghly**, turning the river into an extraordinary runway experience. From dramatic dives that opened the show to responsive lasers and ambient lighting, the setting created a dynamic and sensory-rich atmosphere. Models emerged through smoke and light, wearing avant-garde silhouettes that commanded attention against the illuminated backdrop of the river and bridge.

Star Power on Display

Adding to the evening’s energy, actor **Ishaan Khatter** closed the show in unforgettable fashion. Arriving by **speedboat**, he brought an electrifying presence as the final showstopper — a visual finale that was both cinematic and memorable. “Being part of Blenders Pride Fashion Tour felt completely in sync with my own instinct to experiment and move beyond the expected,” Khatter reflected, celebrating the event’s spirit of boundary-pushing creativity.

Fashion with Purpose

Debasree Dasgupta, **CMO of Pernod Ricard India**, emphasised the event’s role in nurturing fashion that goes beyond mere spectacle to shape cultural dialogue: “*Future Is Crafted*” wasn’t merely a presentation. It was a celebration of how tradition and innovation unite to create something truly exceptional.”

Guests began the evening aboard **The Bengal Paddle**, a heritage vessel whose museum-quality interiors offered a culturally rich prelude to the main event — bringing Kolkata’s history and style heritage into the narrative of

contemporary fashion.

The Blenders Pride Fashion Tour's Kolkata finale set a new benchmark for experiential and culturally infused fashion presentations, highlighting India's evolving fashion language and creative potential on both domestic and global stages

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