

Pooja Hegde Gives Benarasi Brocade a Regal Twist

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Actress **Pooja Hegde** turned heads with a stunning fashion moment at the **Jana Nayagan audio launch event** — blending classic Indian craftsmanship with contemporary couture to create an unforgettable red-carpet look. Known for her versatile style, Hegde took the traditional Benarasi brocade fabric into modern territory with a custom ensemble that made her feel *“like a princess.”*

A Contemporary Take on Benarasi Heritage

Stepping into the spotlight at the **Jana Nayagan audio launch**, a high-profile promotional event tied to the upcoming film featuring stars like Vijay and Bobby Deol, Pooja Hegde showcased a bespoke **Benarasi brocade saree gown** designed by **Anita Dongre**. The outfit reimaged the rich textile tradition of Benarasi weaving — historically prized for its opulent silk and intricate zari work — in a silhouette that felt both **regal and fashion-forward**.

Styled by Tanya Ghavri, the saree gown merged classic handloom elegance with a structured form more reminiscent of modern evening wear. The ensemble was paired with an **embroidered corset blouse** that brought sharp tailoring to the rich fabric, creating a seamless blend of Indian heritage and contemporary glamour.

Makeup and Styling Details

Complementing the richly textured brocade, Hegde’s beauty look leaned into dramatic details. Her makeup featured **winged eyeliner and highlighted cheekbones**, which enhanced her facial features against the intricate fabric’s sheen. The stylistic choice of a **long braid** added a graceful, almost classic portrait quality to her appearance — reinforcing the “princess” sentiment she shared.

This approach to styling — mixing traditional Indian textiles with current runway-inspired makeup and hair — continues to be a hallmark of Hegde’s fashion identity, appealing to fans who admire both her versatility and respect for heritage aesthetics.

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