

Bandhani Goes Global: Nike & NorBlack NorWhite

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In a landmark collaboration, global sportswear giant **Nike** teamed up with Indian creative label **NorBlack NorWhite (NBNW)** to launch a vibrant new capsule collection that fuses traditional Indian craft with modern athletic aesthetics. The partnership marks **Nike's first major creative collaboration with an Indian brand**, positioning India's rich textile heritage at the heart of a global product launch.

Founded by designers **Mriga Kapadiya and Amrit Kumar**, NorBlack NorWhite has built a reputation for blending South Asian artistic practices with contemporary fashion sensibilities. For this capsule, the duo drew inspiration from **bandhani**, the centuries-old tie-dye technique known for its intricate dotted patterns and vibrant hues.

A Capsule with Culture and Movement

The Nike x NorBlack NorWhite collection expands across **footwear, apparel and accessories**, including bandhani-inspired versions of Nike silhouettes like the Air Max Craze, Motiva and Pegasus 41, as well as hoodies, sports bras, tights and shorts decorated with spirited color palettes evocative of Indian textile traditions.

Rather than simply repurposing sportswear basics, the collection celebrates **cultural expression and athletic empowerment**. Traditional techniques have been reimagined on performance-ready pieces, inviting wearers to feel confident and rooted in heritage as they move — whether on the street or in the gym.

Celebrating Indian Women Athletes

The campaign that launched the collection amplifies this message of cultural pride and empowerment. Shot in visually striking locations such as historic forts and stepwells, the visuals feature some of India's brightest sporting talents — including wrestler **Anshu Malik**, sprinter **Priya Mohan**, and cricketers **Jemimah Rodrigues** and **Shafali Verma**.

Rodrigues has described the collaboration as especially meaningful because it was designed **within India** by creators who understand the local ethos, and because it offers representation at the intersection of sport and fashion.

The campaign's imagery also incorporates elements of India's traditional games, such as **kabaddi**, further framing the collection as more than apparel — a narrative about **movement, resilience and cultural identity** on a global platform.

Strategic and Cultural Significance

While the collection is a creative milestone, it also represents a strategic moment for Nike, which has been working to deepen its connection with Indian consumers. The partnership with NorBlack NorWhite reflects an effort to embrace local cultural narratives and broaden the brand's appeal beyond conventional design frameworks.

Industry observers see this collaboration as part of a broader shift in fashion and sportswear, where heritage craftsmanship and contemporary design intersect to create products that resonate across markets. By spotlighting Indian

artisanship and athletes, the Nike x NorBlack NorWhite collection underscores the potential of **design rooted in cultural specificity to influence global trends**

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