

India's Global Fashion Renaissance in 2025

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In 2025, India's influence on the global fashion landscape reached unprecedented heights, as Indian culture, craftsmanship and design talent took centre stage at major international platforms. From high-profile red carpet appearances to collaborations with luxury houses, the country's fashion narrative expanded far beyond its borders — signalling a **luxury fashion renaissance** rooted in heritage and modern creativity.

Historic Met Gala Presence

One of the year's defining fashion moments was India's substantial presence at the **2025 Met Gala** — fashion's most exclusive annual event. For the first time, several Indian personalities including **Shah Rukh Khan, Diljit Dosanjh, Kiara Advani and designer Manish Malhotra** walked the blue carpet, each embodying a blend of cultural identity and high fashion.

Shah Rukh Khan's debut stunned audiences in a bespoke Sabyasachi ensemble, while Diljit Dosanjh delivered a regal look that merged Punjabi heritage with couture flair. Kiara Advani appeared in a dramatic custom gown by Gaurav Gupta, showcasing India's cutting-edge design prowess on the global stage.

Luxury Brands Embrace Indian Craftsmanship

2025 also saw top luxury brands deepen their engagement with Indian aesthetics and artisanship. Iconic houses such as **Chanel, Louis Vuitton and Vivienne Westwood** spotlighted Indian craftsmanship within their collections and campaigns, reflecting a growing appreciation of South Asian design influence.

Numerous European luxury houses also partnered with Indian artisans: **Prada and Dior** collaborated with local craftspeople on heritage-infused products, while **Louis Vuitton** infused Indian motifs and architectural references into its runway narratives.

Indian Talent in Global Fashion Leadership

India's fashion visibility extended beyond celebrity style to influential roles within international brands. In 2025, **Chanel appointed Bollywood star Ananya Panday as its first Indian brand ambassador**, positioning her as a Gen-Z voice in global luxury. Additionally, Hyderabad-born model **Bhavitha Mandava** became the first Indian to open **Chanel's Métiers d'Art 2026 show in New York**, marking a significant breakthrough for Indian models on prestigious runways.

Alia Bhatt continued her rising global fashion presence as **Gucci's first Indian global ambassador**, famously wearing a custom Gucci saree at the Cannes Film Festival that celebrated the intersection of Indian tradition and Italian luxury.

Luxury Houses Expand into India

The global fashion renaissance wasn't just outward — luxury brands also recognized India's market potential. Flagship experiences like **Galleries Lafayette's multi-brand store opening in Mumbai** reflected confidence in Indian luxury consumers. At the same time, global beauty brands such as **Fenty Beauty** entered the market, catering to India's increasingly style-conscious audience.

Cultural Dialogue and Fashion Accountability

As international fashion leaned into Indian inspiration, conversations about cultural exchange also gained prominence. Brands such as **Prada** partnered with Indian artisans after facing earlier criticism for design appropriation, underscoring a more conscious and collaborative approach in global fashion storytelling.

A Defining Year for Indian Fashion

Together, these moments marked 2025 as a **transformative year for Indian influence in global luxury fashion** — from red-carpet milestones and brand leadership to heritage-infused collaborations and expanding retail footprints. As Indian talent and cultural narratives continue to shape the global conversation, the world of fashion stands to benefit from this dynamic blend of tradition and innovation.

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