

Shravan Kumar Celebrates 25 Years of Craft,

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Hyderabad-based couturier **Shravan Kumar** marked an important milestone in his distinguished 25-year career with a special showcase titled “**Margazhi**.” The immersive event celebrated his contributions to Indian fashion — especially his dedication to reviving traditional textiles and handcraftsmanship — and offered attendees a rich experience blending heritage with contemporary design.

Margazhi: A Couture Museum Experience

Held at **Utsavam**, a venue designed to reflect Kumar’s artistic ethos, *Margazhi* unfolded like a living museum of textiles. Guests walked through curated displays of classic Indian fabrics such as **Kanjivarams and Banarasis**, each piece evoking centuries-old weaving traditions.

One particularly heartfelt installation paid tribute to Kumar’s mother by exhibiting her personal sarees — highlighting the emotional roots of his design sensibilities and the influence of familial craft traditions on his work.

Expanding Creative Horizons

Rather than simply looking back, *Margazhi* also served as a launchpad for new creative directions. Alongside the fashion narrative, Kumar introduced an **expanded design universe** that includes not just clothing but an immersive event space and a **vintage-inspired fine jewellery line** — signaling his intent to explore craft and heritage in varied forms.

This broader vision reflects the designer’s belief that traditional Indian aesthetics can resonate emotionally and physically in today’s luxury and cultural spaces.

A Legacy Woven Across Decades

Shravan Kumar has long been recognised for his commitment to Indian handlooms and artisanal craft traditions, transforming vintage textiles into contemporary couture that appeals both domestically and internationally. His work champions the stories of weavers and celebrates India’s rich sartorial heritage — from iconic saris to intricately woven regional fabrics — as fashion with soul and purpose.

As Kumar continues his journey beyond this milestone year, *Margazhi* stands as both a reflection of his past achievements and an invitation to future explorations of Indian craft and culture through fashion.

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