

## Label Mehakk Jain Unveils Pink Ombré as the Colour of the Season

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Luxury womenswear label **Label Mehakk Jain** has unveiled **Pink Ombré** as the defining colour for the Spring–Summer 2026 season, reinforcing the gradient-hued trend on the international fashion stage. The soft transition of pink tones featured prominently in the brand’s new capsule collection showcased at **London Fashion Week**, signalling pink-ombre’s rising influence across apparel and textiles.

The Pink Ombré palette — which flows from delicate blush to richer rose hues — reflects a “poetic” interpretation of colour that mirrors the subtlety of sunrise and sunset gradients. This colour narrative underscores how designers are using ombre techniques to impart emotion, depth and visual movement to fabric.

### **Sustainability and Craft in the Spotlight**

What sets this Pink Ombré moment apart is its blend of **aesthetic allure and eco-conscious creation**. The SS26 collection employed **natural dyes** sourced from plant pigments such as Indian madder and sappanwood, a nod to traditional Indian dyeing practices. This approach reduces chemical impact and highlights a more responsible path for fashion production — marrying sustainability with high fashion.

According to commentary around the launch, the colour gradients are inspired by nature’s own transitions — where hues shift seamlessly across landscapes and skies — lending garments a dream-like quality that resonates with contemporary aesthetics.

### **Ombre: A Versatile and Timeless Technique**

The ombre effect — a gradual blending from one colour to another — has long been used in fashion to add visual interest and sophistication. In Pink Ombré, designers are elevating this technique beyond seasonal novelty to a **signature colour story** for 2026 wardrobes.

Across the broader fashion landscape, ombre has appeared in everything from sarees to lehengas and ready-to-wear pieces, confirming its versatility across *ethnic* and *western* silhouettes. Its application can range from fluid drapes that catch light beautifully to embroidered and layered creations that emphasize craftsmanship.

### **Trend Momentum at Global Runways**

Debuting at London Fashion Week has further cemented Pink Ombré as a global runway moment — an intersection of colour innovation and design storytelling. As spring and summer collections begin to roll out worldwide, the gradient effect is expected to influence not just colour choice, but **fabric treatments, prints and silhouettes** across fashion houses.

This evolution reflects a broader move towards expressive colour palettes in global fashion — where tones like blush pink, rose and sunset gradients become vehicles for mood, identity and seasonal emotion.

In a season where colour speaks as loudly as cut and silhouette, Pink Ombré stands out as a fashion-forward choice with depth, versatility and emotional resonance for 2026 and beyond

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