



INDIA FASHION ICON MAGAZINE

Lungi Steals the Spotlight at FDCI India Men's Weekend

Published on 11 Feb 2026 | By IFI Correspondent



At the latest edition of **FDCI India Men's Weekend**, a standout moment captured fashion lovers' attention when the **lungi** — a traditional South Asian wrap garment — was reimagined as a high-fashion showstopper on the runway.

The event, which showcases the best in contemporary menswear design, featured designers who explored fresh interpretations of heritage styles. Among the most talked-about looks was a modern take on the lungi — traditionally worn as casual, comfortable attire — now styled with tailored elements, avant-garde draping and elevated silhouettes that gave it an unexpectedly chic presence on the catwalk.

Designers at the fashion weekend pushed boundaries by blending **time-honoured Indian textiles and forms with global menswear sensibilities**, giving the lungi a place alongside sharply cut suits, inventive layering and innovative silhouettes. The outcome was a celebration of cultural roots while embracing progressive design thinking.

Social media was quick to react, as attendees and fashion fans praised the creative styling and fresh context given to a garment long associated with comfort at home. What was once a regional staple became a statement piece that resonated with both heritage and contemporary fashion audiences alike.

This moment at FDCI India Men's Weekend highlights how **traditional clothing can be reinvented for today's fashion landscape**, proving that iconic cultural garments like the lungi have a place not just in everyday life, but on global-inspired runways too.

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