

Amit Aggarwal on Bringing Couture to Everyday Fashion

Published on 11 Feb 2026 | By IFI Correspondent



Veteran Indian fashion designer **Amit Aggarwal** — celebrated for his innovative textiles, sculptural silhouettes and futuristic design language — is redefining how couture interacts with daily wardrobes. In a recent interview, he opened up about his evolving creative philosophy, the challenges of translating high-end couture into wearables, and what inspires him to keep pushing boundaries in fashion.

Bringing Couture into Daily Expression

Aggarwal recently presented his new **AM:IT** collection at the **India Art Fair in Delhi**, an edit designed to bridge the gap between couture's artistic intensity and the comfort and versatility that everyday clothing demands. Rather than simply scaling down dramatic designs, the focus was on *distilling* the essence of couture — material innovation, thoughtful construction and layered detailing — into pieces suitable for a range of occasions, from casual to celebratory.

"When we talk about everyday life, it isn't about simplifying complexity," Aggarwal explained. The challenge lay in maintaining design depth — such as sculptural thinking and surface development — while creating garments that move naturally with the wearer and feel functional without losing visual impact.

A Landmark Design Challenge

Reflecting on his most demanding design experiences, the designer pointed to early pieces that involved extensive **material transformation and re-engineering**. These experimental techniques — long periods of trial, error, and artisan collaboration — played a key role in shaping his approach. It was less about the finished product and more about *learning* how materials behave and can be coaxed into new forms. That philosophy still guides both his couture and prêt work today.

Respecting Heritage Through Innovation

Ever committed to blending tradition with modernity, Aggarwal also discussed an installation at the **BMW Lounge** featuring **Banarasi textiles**. By using pre-loved Banarasi sarees, his studio celebrated not just the visual richness of heritage weaves, but the *memory and technique embedded within* them. The contemporary spatial installation sought to capture how traditional craft can live within a modern artistic narrative — a practice that resonates with his ongoing design values.

Design Without Compromise

Asked whether he gravitates toward particular colours, materials, or silhouettes, Aggarwal said his work doesn't center on fixed preferences. Instead, his designs evolve from the *context of material and time*, growing organically from one collection to the next. For him, fashion is a continuous process of refining a design language rather than chasing trends.

Fashion & Sustainability in India

On the future of fashion in India, Aggarwal believes sustainability will shift from being a label to a living practice. Drawing on India’s cultural roots in reuse and material consciousness, he predicts a stronger emphasis on **circular design, upcycling, and technological integration** — a direction that aligns with global shifts toward mindful and long-lasting fashion.

A Thoughtful Future for Fashion

For 2026 and beyond, Aggarwal sees fashion becoming more *considered*, valuing longevity, transparency and emotional connection over novelty alone. As consumers become more discerning, he believes meaningful design — not superficial trend cycles — will define the next chapter in both Indian and global fashion.

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.