

Raw Mango's Sanjay Garg Brings Indian Craft to London Fashion Week

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Esteemed textile artist and fashion designer **Sanjay Garg**, the creative force behind the renowned brand *Raw Mango*, is poised to make his debut at **London Fashion Week** this February, bringing a distinctly Indian narrative to one of the world's most influential fashion stages.

Garg, whose work has been celebrated for redefining Indian handloom and elevating indigenous textiles into modern fashion language, revealed that his showcase will focus on presenting "*his India*" to an international audience. Rather than follow prevailing global trends, the designer said his runway presentation is rooted in his country's colours, craftsmanship and cultural soul — a blend of traditional techniques and contemporary sensibilities that *Raw Mango* has championed since its founding in 2008.

Speaking ahead of the event, Garg shared his intention to challenge stereotypical ideas of Indian craft in international fashion circles. His creative vision for the London showcase is to represent India not just as a source of artisanal skill, but as a place where imagination and innovation flourish — an ethos that has guided his collections for nearly two decades.

The collection set to be unveiled — reportedly titled "**It's Not About the Flower**" — is anticipated to blend deep cultural references with experimental textile innovation, reflecting both heritage and forward-thinking design. Garg's use of vivid colour palettes, handwoven fabrics and time-intensive techniques aims to highlight the intellectual craft behind each piece, rather than reduce Indian textiles to ornamental motifs for international consumption.

Industry observers see this moment as part of a broader trend where Indian designers increasingly claim global platforms while maintaining a distinct cultural identity. Garg's participation in London Fashion Week underscores this shift, as well as growing global appetite for narratives beyond Western fashion norms.

The runway show is scheduled for February 23, 2026, and will mark a major milestone in *Raw Mango's* journey from a home-grown handloom label to a globally recognised voice in contemporary fashion.