

Manish Malhotra Designs Limited-Edition *SETTE* for Fratelli Vineyards

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Renowned Indian fashion designer **Manish Malhotra** has collaborated with **Fratelli Vineyards**, one of India's leading boutique wineries, to create a **limited-edition anniversary release** of *SETTE* — the winery's flagship wine — celebrating the brand's **15-year milestone**. The partnership blends high fashion aesthetics with fine winemaking, transforming the commemorative bottle into a collector's luxury item.

The special edition marks the 15th anniversary of *SETTE*, first introduced in 2009, and represents the **final vintage sourced from Fratelli's oldest vineyard parcels** — a testament to the wine's heritage and evolution. The anniversary bottle features a bespoke design by Manish Malhotra, transforming it into an object of couture-level artistry that visually reflects craftsmanship akin to his fashion creations.

Speaking about the partnership, Malhotra described the collaboration as a meeting of two creative worlds driven by **precision, patience and dedication** — traits shared between winemaking and fashion design. He said the gold and black design palette was chosen deliberately to evoke **luxury and celebration**, with gold symbolising festivity and black lasting elegance.

Fratelli's Managing Director, **Gaurav Sekhri**, highlighted that working with Malhotra was a natural fit owing to his visionary approach and strong design language. The packaging aims to resonate not only with wine lovers but also with collectors and connoisseurs who appreciate premium products that merge cultural craftsmanship with contemporary appeal.

The wine itself is a blend of **Cabernet Sauvignon, Cabernet Franc and Sangiovese**, matured in French oak barrels and noted for structured complexity and balanced intensity — the signature profile that has defined *SETTE* over the years. Fratelli Vineyards plans to replant the founding vineyard after this final harvest, making this anniversary edition a symbolic bridge between the wine's origins and its future direction.

The collaboration reflects a broader trend in India's luxury market where lifestyle, design and premium experiences intersect, as brands seek to create **distinctive collector-worthy offerings** that appeal to affluent consumers and elevate local craftsmanship onto the global stage.