

Craft?First Vision: Inside Bappaditya Biswas' Fashion World

Published on 14 Feb 2026 | By IFI Correspondent



Designer **Bappaditya Biswas**, co?founder of the acclaimed fashion label **Bailou**, is reshaping the fashion conversation in India by prioritising *craft, texture and cultural identity* rather than chasing fleeting trends. With the recent opening of Bailou's new store in Colaba, Biswas is bringing a distinctly *craft?first aesthetic* to Mumbai's vibrant fashion scene.

The designer's approach centres on celebrating the *tactile richness* of fabrics and weaving traditions, drawing inspiration from India's deep handloom heritage — especially the intricate weaves and surface textures found in saris and artisanal textiles. Rather than designing for seasonal trends, Biswas emphasises garments that honour *material authenticity* and the narrative imbued in each weave.

Inside the new store, textures take centre stage: fabrics with subtle interplay of light and shadow, intricate weaves that catch the eye, and details that convey *craftsmanship as story*. His collections reflect an ethos where texture becomes the primary expression of style, rooted in cultural resonance instead of commercial fashion cycles.

Biswas' fashion world — as embodied by Bailou — feels less like a marketplace for the next big trend and more like a *dialogue between traditional craft and contemporary sensibilities*. As Mumbai's fast?paced urban energy meets the soulful handloom legacy of Kolkata in his work, the designer's creations underscore the enduring beauty of craft?led fashion.