

Power in the Niche: Kaabia & Sasha Grewal's 'The Boss Series' Empowers Women with Confidence and Style.

Published on 08 Jul 2025 | By IFI Correspondent



'The Boss Series' celebrates the bold spirit of modern women through uniquely designed daywear bags.

New Delhi: Renowned Indian designer duo **Kaabia** and **Sasha Grewal** are redefining modern fashion with their latest launch, **'The Boss Series.'** Staying true to their philosophy, they believe that power lies not in the mainstream but in the niche. Every design from their brand reflects **creative freedom, emotional resonance, and fearless self-expression.** Their newest creation, **The Boss Series,** celebrates women's inner strength and confidence. The standout launch from this collection is the **'Boss Bags'**—daywear bags that symbolize empowerment, crafted for women who carry their confidence with them, like a second skin.

What Makes 'The Boss Series' Special?

According to **Kaabia** and **Sasha,** the design inspiration comes from the natural contours of a woman's body and her inherent strength. Each bag is crafted not just for visual appeal but as an emotional and personal statement.

- 1. Every Boss Bag is a blend of innovation, imagination, and intimacy.**
- 2. These bags are designed not just to be worn, but to be felt, creating an emotional connection with the wearer.**
- 3. The collection features bold silhouettes and avant-garde accents, making each piece a striking work of art.**

A Meticulous Four-Month Design Journey

Creating a Boss Bag takes about four months of deep conceptualization—starting from moodboarding and emotional storytelling to fine detailing. For **Kaabia** and **Sasha,** fashion is more than fabric; it's an experience, an emotion that resonates with its wearer.

Their design approach is rooted in **"Surrealism,"** which breathes life and imagination into their creations. This philosophy transforms every accessory into a narrative that sparks wonder.

A Celebration of Women

The Boss Series is dedicated to women who are their own muses. These bags aren't just accessories—they are symbols of **power, individuality, and purpose.** Whether in boardrooms or brunches, these bags empower women to wear their **confidence unapologetically.**