

Duchess Kumari: Victorian Drama Meets Indian Heritage in New Designer Label

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?IndiaFashionIcon Editorial

Move over minimalism. **Duchess Kumari**, a newly launched fashion label co-founded by actor **Adhyayan Suman** and former **Miss Universe India** contestant **Divita Rai**, is reimagining Indian fashion with a **Victorian flourish**. Think: **puffed sleeves, pearl bows, polka dots**, and a sense of regality that's both nostalgic and trend-forward.

? Born From a Love Story—Literally

The idea for the label took shape during the filming of *Love Story of 90's*, where Divita and Adhyayan discovered a mutual passion for fashion. The duo looked to **Adhyayan's mother, designer Alka Suman**, who has been designing for years under her label **Alkaline**, as their inspiration.

"Alka aunty had an incredible collection of Indian fabrics—brocade, Chanderi, ikkat—that she worked with as a passion project," says Divita. "We wanted to take that base and elevate it with global appeal."

? The Duchess Kumari Aesthetic

True to its name, Duchess Kumari **fuses Indian textiles with Western Victorian design**. The result is a visual treat—**affordable luxury with old-world glam**. The debut collection offers:

- **Brocade lehengas with puffed sleeves**
- **Raw silk cocktail dresses** with pearl-studded bows
- **Kaftan pant sets** with ruffle detailing
- **Chanderi polka dot skirts**
- **Embellished pantsuits and jacket sets**

The label's design DNA focuses on **romantic femininity**, with **opulent fabrics, statement silhouettes, and timeless details** like pearls, crystals, and dainty trims.

? The Craft, Reimagined

The brand divides its offerings across:

- **Luxe Wedding Wear**
- **High Fashion Editorial Pieces**
- **Cocktail & Resort Wear**
- **Everyday Chic Separates**

What sets Duchess Kumari apart is how it doesn't shy away from maximalism—it embraces it. Every piece tells a story, marrying **Indian craftsmanship with Western elegance**.

Whether you're headed to a destination wedding or a rooftop soirée, the label's collection offers **fashion moments worthy of a royal wardrobe refresh**.

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