

?? Pearl Academy Stuns at London Fashion Week with a Celebration of Indian Craft Emerging designers spotlight Toda embroidery, Madhubani art, and luxury streetwear with cultural roots.

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By IndiaFashionIcon Desk

India's leading design institution, **Pearl Academy**, made a triumphant return to **London Fashion Week**, partnering with **Fashion Week & The City (FWTC)** to showcase four rising designers at the iconic **St. John Church, Hyde Park**. The showcase was more than just a runway presentation — it was a cultural declaration, blending Indian heritage with bold, global fashion statements.

Craft Meets Innovation on the Global Stage

Pearl Academy's presence underscored a powerful shift: Indian design is no longer emerging — it's setting the pace. Each collection offered a distinct visual narrative, fusing traditional Indian techniques with modern silhouettes, sustainability, and international appeal.

"Fashion today is not just about aesthetics; it's about storytelling, cultural relevance, and sustainability," said **Aditi Srivastava**, President of Pearl Academy. "Our students are not just runway-ready, they're future-ready."

? The Designers Who Dazzled

? *'Teikirshy'* by Shivika Agrawal

Inspired by the **Toda tribe of Tamil Nadu**, Shivika's collection honored the rare *pukhoor* embroidery, blending it with **resort wear sensibilities**. The designs featured layered, nomadic silhouettes meant for the global consumer, aiming to **revive endangered crafts** while empowering local artisans.

? *Ryfin* by Khushi Agrawal & Satyam Saini

Bold, modern, and proud, **Ryfin** fused **Maharashtrian heritage** with **luxury streetwear**. Lotus motifs and **Pathani embroidery** danced across sustainable **banana crepe fabrics**, reinterpreted into contemporary, urban silhouettes that emphasized **cultural pride and individuality**.

? *Gurjot Hermnn The Regal Show by Hermnn Singh*

In ‘Symphony of Art,’ Hermnn channeled **Salvador Dalí**, **Frida Kahlo**, and **Beethoven** into a surreal, maximalist aesthetic. The collection paired **Italian satin, tulle, and organza** with **Zardozi and Ari embroidery**, showcasing a masterful balance between structure and dream-like embellishments.

? *Madhubani Revival by Payal Dawar*

Crafted from **Ghicha silk** sourced from **Bhagalpur**, this collection paid homage to **Mithila’s Madhubani art**. With modern silhouettes designed for the European market, it celebrated **environmentally conscious fashion** and **artisanal revival**, giving traditional craftsmanship a glamorous global platform.

? **Why It Matters**

This showcase wasn’t just a proud moment for Pearl Academy — it was a definitive step for Indian fashion’s **global ascendance**. From reviving tribal techniques to redefining streetwear through heritage, these designers represent the **new face of Indian couture**: culturally rooted, technically excellent, and **globally relevant**.

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