

?? India Couture Week 2025 Is Back: What to Expect from This Year's Fashion Extravaganza

Published on 09 Jul 2025 | By IFI Correspondent

Featured Image

Aisha Rao makes her debut, Manish Malhotra returns, and the bridal narrative expands into high-art couture. By IndiaFashionIcon Desk

he countdown is officially on! India Couture Week (ICW) 2025 returns for its 18th edition from July 23 to July 30, bringing the spotlight back to New Delhi with 14 of the country's top designers and an impressive lineup of bold debuts, creative reinventions, and couture moments for the ages.

Presented by **Hyundai India** in collaboration with **Reliance Brands**, this year's ICW promises to be more than a bridal showcase—it's a **celebration of high fashion**, red carpet glamour, and next-gen design innovation.

? Who's Showing at India Couture Week 2025?

? The Big Names

Returning heavyweights include:

- Manish Malhotra (returning after 4 years)
- Tarun Tahiliani
- Ritu Kumar
- Rohit Bal (now helmed by Fraze Tasnim)
- JJ Valaya
- Suneet Varma (celebrating 30 years in fashion)
- Rahul Mishra
- Falguni Shane Peacock
- Shantnu & Nikhil
- Amit Aggarwal

? The Modern Trailblazers

- Jayanti Reddy
- Rimzim Dadu
- Isha Jajodia's Rose Room (redefining lace couture)
- Aisha Rao (ICW debut)

? Aisha Rao Makes Her Long-Awaited Debut

After years of persistence, **Hyderabad-based designer Aisha Rao** joins the ICW lineup for the first time. Known for her **quirky, maximalist Indian bridalwear**, Rao brings her signature style to a more inclusive audience this season.

"This collection is for everyone—not just brides in their 20s, but mothers, grooms, in-laws, and guests too," she told *India Today*. "It's colourful, bold, and designed for those who wear their confidence as couture."

Expect kaleidoscopic patchwork, statement blouses, and wearable art that breaks the bridal mould.

? Sunil Sethi: "ICW is not just Bridal Week"

FDCI Chairman Sunil Sethi is keen to correct a common misconception: India Couture Week isn't only about bridal fashion.

"We're about bridal, yes, but also about **occasion wear, red carpet couture, and museum-worthy fashion**," he said at the press event. "If ICW was only bridal, we'd call it Bridal Week."

Designers like **Falguni Shane Peacock** and **Manish Malhotra** are now creating pieces that go far beyond the bridal aisle—think **red carpet gowns, fusion formalwear, and sculptural silhouettes** made for global runways.

? Highlights from the Press Preview

- Rahul Mishra's turquoise floral lehenga looked like a dream for modern bridesmaids.
- Suneet Varma's 3D embellished gown sparkled with maximalist bling—perfect for gala nights.
- Jayanti Reddy's peplum + sharara set in mint and gold was a nod to classic opulence with a twist.
- Isha Jajodia spotlighted lace corset lehengas—where nostalgia meets now.
- Falguni Shane Peacock teased an over-the-top, global couture vibe, hinting at extravagance as the season's mood.

? Supporting New Voices

The FDCI continues its tradition of **championing new talent** with the inclusion of **Aisha Rao** this year. In previous years, the platform has helped launch now-established names like **Amit Aggarwal**, **Gaurav Gupta**, and **Rahul Mishra**. Sethi reaffirmed this commitment:

"Every year, we introduce at least one new designer. They bring in fresh ideas, and that's vital for keeping couture relevant and exciting."