

Dressing well today isn't about trends—it's about choosing pieces that carry purpose, ease, and a distinct point of view. Five emerging homegrown labels are doing just that, offering a fresh take on Indian wear, elevated everyday staples, and street-led silhouettes that don't compromise on comfort or craft. With strong design language and thoughtful construction, these brands are shaping what modern wardrobes look and feel like. Consider this your edit of the names, redefining how we dress now.

Manvi Daga
Manvi Daga is among the new wave of designers shaping the language of homegrown luxury with a focus on precision, polish, and modern femininity. Based in Delhi, the label was founded by Daga at 22, shortly after graduating from Parsons School of Design, New York. Her design approach is rooted in clean construction and attention to detail, with an emphasis on rich fabrics, contemporary handwork, and refined, wearable silhouettes. Each collection is built around a clear visual identity—streamlined cuts, a muted yet confident palette, and an understated elegance that feels both current and considered. Designed for a woman who values quality as much as aesthetics, the brand delivers pieces that are sharp, feminine, and purposefully put together.



Vasavi
Vasavi is carving its own space in India's evolving streetwear landscape. Founded by Dev Goyal, the label stands apart for its clear design direction and cultural grounding. The focus isn't on trend-driven graphics but on storytelling that reflects real communities, whether it's the bold statements of 'Disrupt,' the rooted references in 'Julley Ladakh,' or the music-led energy of 'Techno.' Each drop is built with intention, offering sharp silhouettes, functional details, and a distinct point of view. Vasavi also positions itself beyond clothing, collaborating with DJs, tattoo artists, and creators to build a wider cultural platform. It's streetwear that's grounded, not generic and made for those who value identity over hype.



Weaving Cult
Weaving Cult is bringing a fresh point of view to everyday fashion with pieces that feel playful, polished, and built to stand out. Known for its feminine silhouettes and signature 3D floral detailing, the brand blends statement design with wardrobe versatility. What started with elevated co-ords and reworked staples found viral success with 'Denim Daze', a collection that turned classic denim into something romantic and unexpectedly soft. That aesthetic continued to evolve with 'Bloom in Blue', where sculpted denim roses added a couture-like edge to relaxed silhouettes. With sharp visuals, accessible price points, and a clear design language, Weaving Cult is carving out a space for women who want their clothes to feel equal parts bold and wearable.



Ivory Rose
Ivory Rose captures modern femininity with design-forward silhouettes that feel both mindful and effortlessly chic. They build their collections around youthful staples, from tailored power suits and coordinated co-ords to soft dresses, resort wear, and swim pieces using Naia™ sustainable cellulose-acetate fabric, which offers sculptural drape with a reduced environmental footprint. The brand blends crisp tailoring and romantic details, from structured blazers and high-waist trousers to flowing ombré satin sets and delicate lace dresses, creating an am-to-pm wardrobe that's as ethical as it is elegant. ♦

Rukhmani
Rooted in Rajasthani heritage yet refreshingly modern in approach, Rukhmani Jaipur's pieces feel like poetry in motion. The brand brings a whisper of old-world charm into contemporary wardrobes with its signature chiffon sarees and delicately handcrafted ensembles. Think gossamer fabrics woven with gota, lace, sequins, and subtle threadwork—each piece a quiet celebration of feminine grace and Rajasthani heritage. Rooted in Jaipur's textile traditions, the brand leans into soft romanticism, offering sarees, poshaks, and kurtas that feel heirloom-worthy yet effortlessly wearable today.



THE HOMEGROWN EDIT

A curated lineup of five brands that are redefining seasonal essentials with style and substance