

## Ridhima Bhasin

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A brand that strike a balance between conservative & experimental. Combining rich detail & varied fabrics, overlapped in an amalgam of colours, resulting in romantic cuts and atypical silhouettes.

Contemporary yet edgy, bold yet feminine: the ideal Ridhima Bhasin muse is a young and bold woman who is confident in her own skin. "I like to stick to my roots and have a sense of uniformity throughout my collections and experiment with my signature styles each season. You'll find me experimenting with Indian textiles by incorporating my signature prints and mirror embellishments differently each time," says Ridhima.

As the founder of contemporary women's wear label Ridhima Bhasin, the designer behind the eponymous offering serves up runway-ready couture and ready-to-wear prêt with equal ease. Fusion ensembles serve as her personal calling card, with an ingenious floral fusion of Indian and contemporary influences constituting her sartorial signature. Having graduated with Bachelors Of Design and Management from University Of The Arts (London College Of Fashion) in 2010. Given her family's background in the textile industry, she leveraged the knowledge of the family trade by working at a factory for two years before launching her own label in 2014 from her hometown of Delhi. While her mother manages the back-end of the operations, Ridhima has immersed herself in the design work, giving her creative sensibilities free rein as she adapts to the dynamic fashion trends while staying consistent with her design philosophy. Contemporary yet edgy, bold yet feminine: the ideal Ridhima Bhasin muse is a young and bold woman who is confident in her own skin. "I like to stick to my roots and have a sense of uniformity throughout my collections and experiment with my signature styles each season. You'll find me experimenting with Indian textiles by incorporating my signature prints and mirror embellishments differently each time," says Ridhima. In the span of half a decade, the label has grown from strength to strength and today, boasts of an impressive retail footprint. In addition to a flagship store at Defence Colony in New Delhi, Ridhima Bhasin's retail presence comprises of Aza Mumbai (Bandra, Juhu, Altamount), Aza Delhi (South Extension, Ambavatta), Ogaan Mumbai (Kala Ghoda), Ogaan (Hauz Khas Village, Emporio Mall), Elahe Kolkatta and Elahe Hyderabad, Fuel Mumbai, Citrine Kolkata and White Maison De Couture on the domestic front. On the international circuit, her creations have claimed a spot at Bibi London, Shagun Bangkok, Le Rosh Jakarta, Touchwood London and Aashni & Co. Ridhima Bhasin's collections are also available online on Ogaan.com, Aza.com, Aashni & Co. and Little Tags (kids' collection)

For more details, please visit <https://www.indiabusinesstoday.in/detail/ridhima-bhasin-delhi-562375>

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