



# FROM BREEZY WHITES TO DEEP REDS

## A Summer Style Eid

The year has gone around faster than we could blink, and just like every other time, we find ourselves almost ready to welcome Ramadan, and of course, Eid ul Fitr. This year's trends embrace a dynamic blend of contrasts — subtle yet striking, traditional yet modern. It's about embracing both soft pastels and bold, rich and subtle hues, blending craftsmanship with summer aesthetics. Sarees, flowing anarkalis, structured kaftans, and elegant kameez sets take centre stage, each offering a unique way to embrace the festivities.

The pastel palette, featuring hues of powder blue, blush pink, lilac, and mint green, is perfect for those who wish to embody the lightness of summer. These soothing shades reflect the warmth of the season while maintaining an effortlessly graceful look.

Anarkalis in pastel tones, adorned with delicate lace accents or subtle thread work, create a dreamy aesthetic ideal for daytime celebrations. A blush pink anarkali, for instance, with tonal embroidery, paired with an ethereal organza dupatta, exudes a quiet sophistication, while a mint green kameez set with pearl detailing captures the beauty of understated elegance.

The comeback of sarees in 2024 has been rather grand and the streak is still on the rise. Hand-painted saris are stealing the spotlight, their artistic motifs and delicate brush strokes adding to the grace of every girl. From floral-inspired designs to abstract strokes in pastel hues, these saris exude a unique charm that feels both fresh and timeless.

For those looking to make a striking impression in the evening, embroidered and embellished sarees bring an air of luxury and grandeur.

Rich silks and chiffons adorned with intricate zardoz, sequin, or mirror work create a mesmerising play of texture and shimmer, making them the perfect choice for festive gatherings.

Whites continue to hold their place as a timeless classic, offering a pristine and effortlessly elegant option for Eid mornings. A flowing kaftan edged with embroidered detailing is a look that never goes out of style. For those seeking out that 'extra' in their look, soft metallic accents in the form of silver accessories provide the perfect finishing touch. Paired with a dewy makeup look featuring soft pink lips and lightly kohled eyes, the pastel and white trend embodies a breezy charm that is both effortless and striking.

While pastels and whites set the tone for the season's softer side, bold colours are making a commanding statement. Deep greens, rich magentas, and striking reds are at the forefront, adding a regal touch and grandeur to the festive wardrobe. These colours, often associated with tradition and celebration, bring a striking contrast to the more subdued tones of the season.

Think about it: a deep magenta kameez with detailed

zardoz work hits the nail on the perfect balance between heritage and modernity. Whether in the form of a kaftan with intricate embroidery or a classic kameez set off by a shimmering gold-threaded dupatta, red embodies confidence. Paired with antique gold jewellery and a bold makeup look featuring berry-toned lips, these outfits exude a powerful presence while maintaining an air of tradition.

Silhouettes have played a defining role in Eid trends for the past couple of years. This season, designers are experimenting with longer hemlines, heavier flares, and intricate embellishments, giving the classic silhouette a renewed sense of grandeur.

Handwork remains a defining feature of Eid ensembles. Whether it is the delicate kaftan on breezy pastels or the intricate resham and aari work on bold tones, hand-embroidered detailing



takes your outfit to new heights. The beauty of these handcrafted details lies in their ability to transform even the simplest silhouettes into statement pieces.

Accessories and styling complete the look, playing a crucial role in tying together the overall ensemble. Soft pastel outfits pair beautifully with silver-toned jewellery, delicate pearl earrings, and nude-toned footwear, enhancing their ethereal appeal.

In contrast, bold-coloured ensembles demand statement pieces — chunky gold jewellery, embroidered potli bags, and embellished juttis that add an extra layer of festivity. Footwear choices range from traditional khussas with intricate embroidery to sleek heels that add a touch of modern sophistication.

As trends evolve, this Eid is all about embracing contrasts. Whether one gravitates toward the delicate charm of a white kaftan set or the bold statement of a deep green Anarkali, the essence of Eid fashion lies in its ability to celebrate both individuality and tradition.

In the end, the most beautiful outfit is the one that resonates with personal style, allowing each person to shine in their own unique way.



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