

Why red will always be the ultimate BRIDAL colour



Close your eyes and think of yourself as a bride. A vision appears in your mind, resplendent and radiant in no other hue but red. A colour so steeped in meaning and significance, of love, passion, and energy that it is only fitting brides choose to say, "I do".

Deeply rooted in tradition where goddesses adorned in red would protect mortals, empowered by its vitality and strength, it is not just a colour in South Asian cultures but symbolises good fortune, fertility, and prosperity.

Warding off evil, this fiery hue is believed to bring harmony, joy, good fortune and happiness to a woman's life and this is why its association with marital bliss is so strong.

With strong ties directly to the matters of the heart, this blessed hue reflects the undying fire of love and passion between a couple, intended to stay afame until death.

Standing on the opposite end of the spectrum to white, which represents a state of mourning and grief, red is a harbinger of new beginnings, good fortune, fertility and love. What's more, its vibrant nature makes a bride stand out in a crowd, elevating her status as she steps into her new life and role!

So many sublime reasons for a bride to wear red on her big day, and it's just the beginning!

Across South Asia, this auspicious hue is favoured because of its flattering nature; there's a red for every skin tone. When choosing red for your big day, it is imperative to find the perfect one for your complexion, and if you do not know which shade of red is perfect for you, trial and error is key.

The rule of thumb is, deep, orangey reds and vermillion are great for wheatish, warm skin tones. It brings out the warmth in one's complexion. In a similar family, there's also deep coral and persimmon red, which is a fabulous option for wedding outfits.

Fair-skinned ladies with cool undertones look best in blueish reds like bright cherry. This plays out the blue veins in their colouring, making it pop.



Raspberry red is also another great choice.

Olive-skinned ladies should gravitate towards orange-toned reds such as brick and crimson that bring out the greenish tones in their colouring. Strawberry red is perfect for women with medium to light skin.

Dusky women can take on richer, deeper shades of reds such as oxblood and merlot. Bordeaux and deep auburn are two other shades brides can consider at the end of the spectrum.

When it comes to wedding sarees, Benarasi katan still reigns supreme. Girls adorn themselves in their mother's sindoor-red wedding katan and dream of becoming a bride one day, and this reverie lives in their hearts lifelong. Timeless, deeply meaningful and precious red katan is always the right choice.

Choosing the right red katan for you is crucial. Pay close attention to the material and work, as well as the colour. They look great in every shade of red, so pick the best one for you.

New-age brides dreaming of something different are also spoilt for choice. An all-red lehenga is a fantastic statement and looks really chic and sophisticated. Skip the gold, go with just diamonds or rubies and voila!

Traditional red lehengas look great too. One could go for a contrasting border or dupatta, teamed with traditional jewels. Red saree gowns also look lovely and are perfect for brides wanting to wear red for the reception, because why not? The modern bride can do whatever she wants and wear red whenever she wants. It's her big day after all!

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