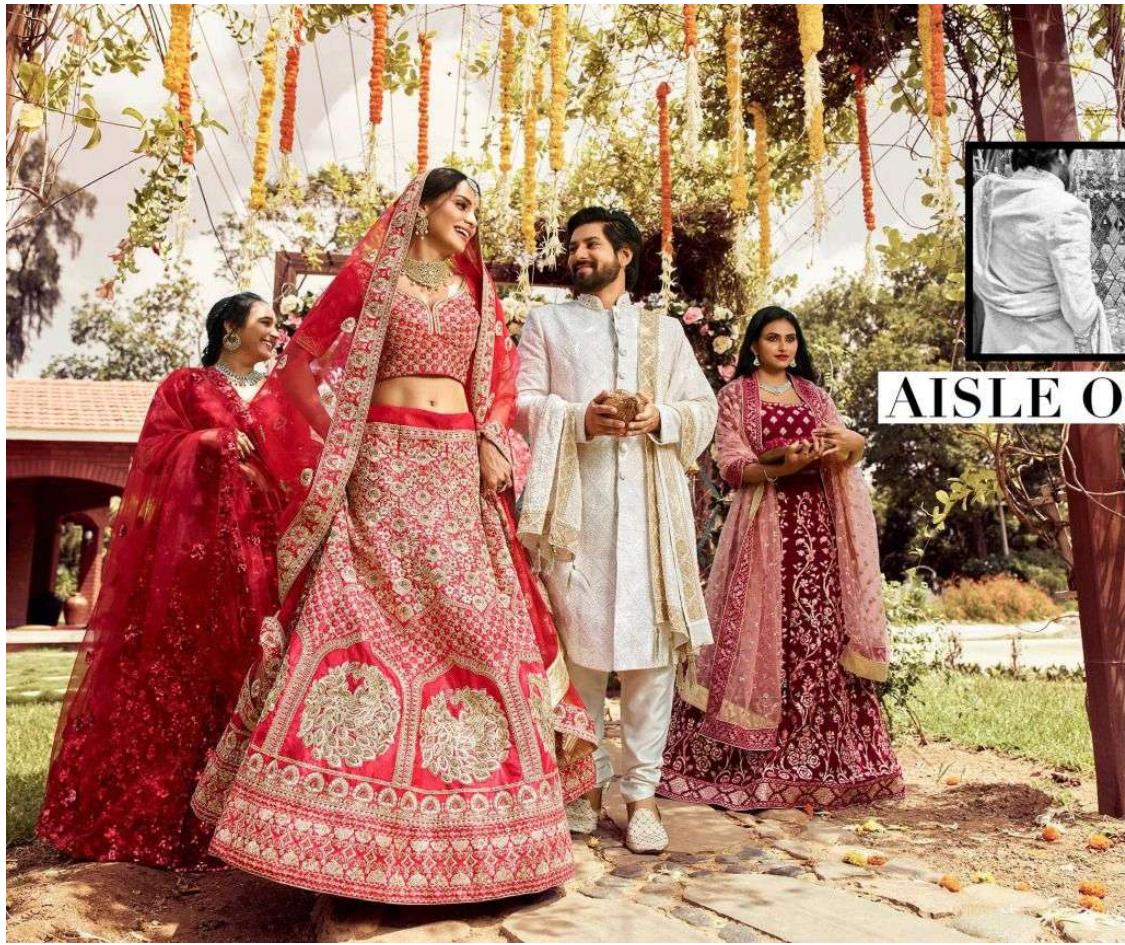


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ARYA DESIGNS



AISLE OF STYLE

There are only two strong trends in bridal –

the very sophisticated pastel look

With a soft vintage look and the traditional red sangeet,

which is a symbolic culmination of the marriage.

Within the reds, colours have started to get much

brighter and more vibrant.

Dipped in regalia and woven with an old-world charm;

the depiction of India's craftsmanship;

oozing grandeur with every intersection of intricate threads;

a tangible synonym of opulence and

every bride's decadence to get them maharani

feels at her wedding – designing house Arya's lehangas

are all of it and more!

Replete with signature gold accents entwined with

festive tones and intricately crafted perfection,

Arya outfits transcend one to a magnum opus set in a royal era.

No wonder, there is a vast ocean of

Indian brides rocking magnificent and

lush outfits from the label.

Millennial brides with a yearning

to embrace traditions are swearing by Arya outfits

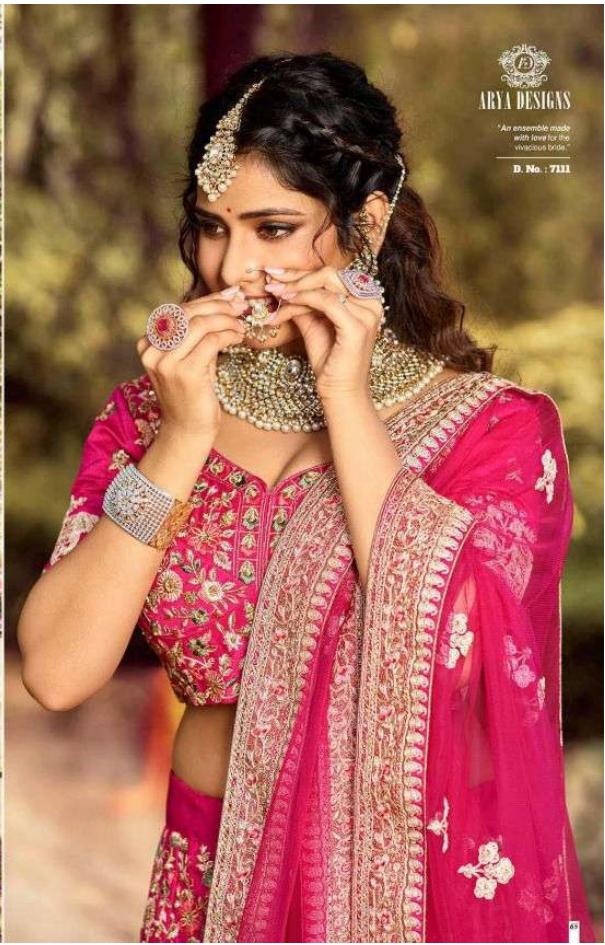
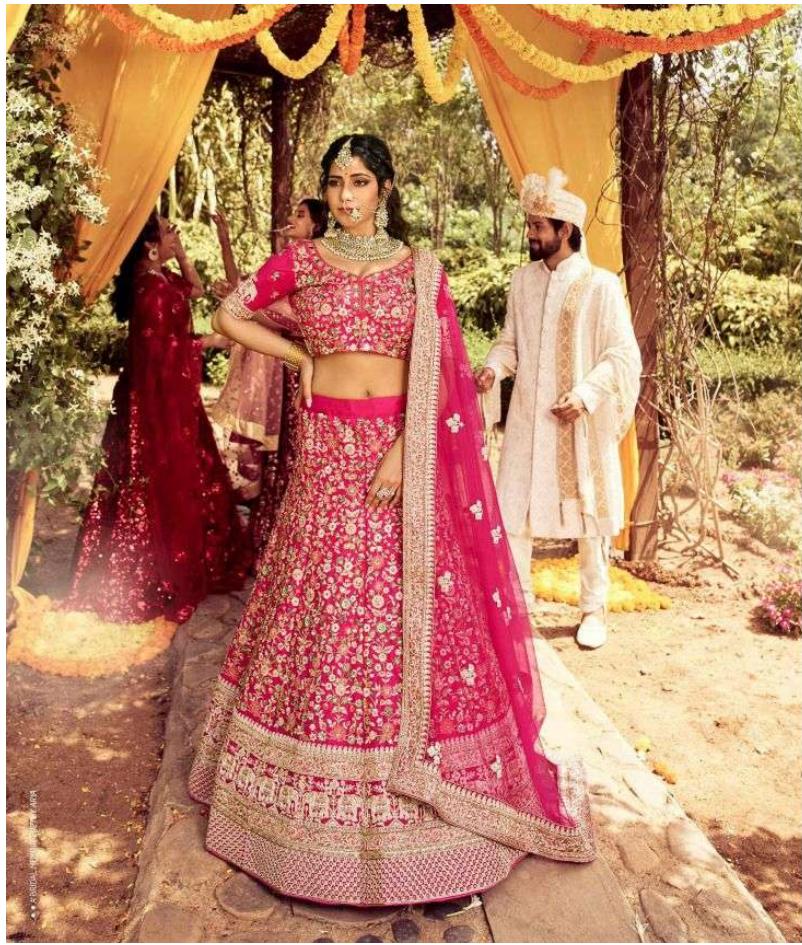
more than ever before.

Having our eyes constantly set on

all-things-wedding, the statement is definitely

not an exaggeration. Take a look at

12 spectacular ensembles for your wedding festivities.





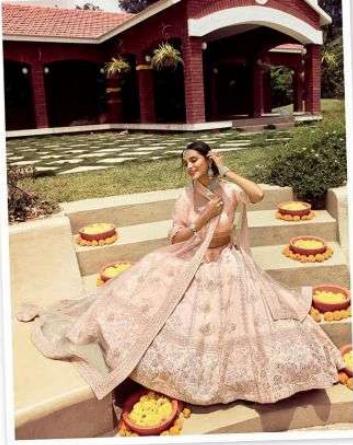


ARYA DESIGNS

"An enchanting,
surreal charm
that's simply
unforgettable."

D. No. : 7109

• INDIAN VENUE: 2018 © ARYA



BRIDE'S CHECKLIST :

What should be on the modern bride's checklist?

Flattering modern silhouettes in traditional textiles looks stunning and apart from red and pink, fresh hues of green, blue and ivory are a must try.

What are the bridal myths we would like to bust?

As times evolve, your bridal colour palette isn't restricted to just traditional fail-safe options; allow your imagination to run wild and free. The trend is moving towards to make it easier to employ a more vibrant combination. When you think Indian wedding, the first thing that comes to mind is a red ensemble, but that isn't your only choice. Brides can experiment with unconventional hues such as pastels, turquoise, mustard, teal, navy and green.

These pieces are modern heirloom. How do we preserve them for next generations?

The clock is ticking on the longevity of your bridal threads immediately after the wedding. After the ceremony, it is of utmost importance to have your bridal outfit thoroughly dry-cleaned. Then wrap it in a piece of unbleached cotton cloth or muslin and preferably store the garments in a box made from acid-free materials.

How can a bride style distinct looks for different wedding events?

Engagement: Brighten the festivities with a voluminous anarkali and an ornate dupatta to make heads turn.

Maheend: Tulle skirts paired with a wrap top or layered with a jacket are an ideal option, given the festiveness of this ceremony.

Sangeet: Shine under the spotlight in a bright-hued lehenga skirt paired with an embellished crop top.

Cocktail: Look to an elegantly embroidered ensemble to help you look effortlessly chic.

Wedding: A gorgeous lehenga set with intricate work details is an excellent candidate.

Reception: Wind up your nuptials in an ethnic, Indian-styled bridal ensemble, over the world. And as awareness and education around ethical and sustainable fashion continues to increase,

"The lehenga will always

be the first choice for a bride.

The silhouette has been

synonymous to being married."

How should the bride dress for a...

Beach wedding: Think lightweight, breezy Indian outfits or long jackets paired with bohemian maxi skirts. Don't forget to sweep your sliptoes for embroidered flat footwears.

City wedding: Opt for a minimal chic aesthetic with light-weight lehengas paired with crop tops and embroidered dupattas or layer with a jacket that won't weigh you down.

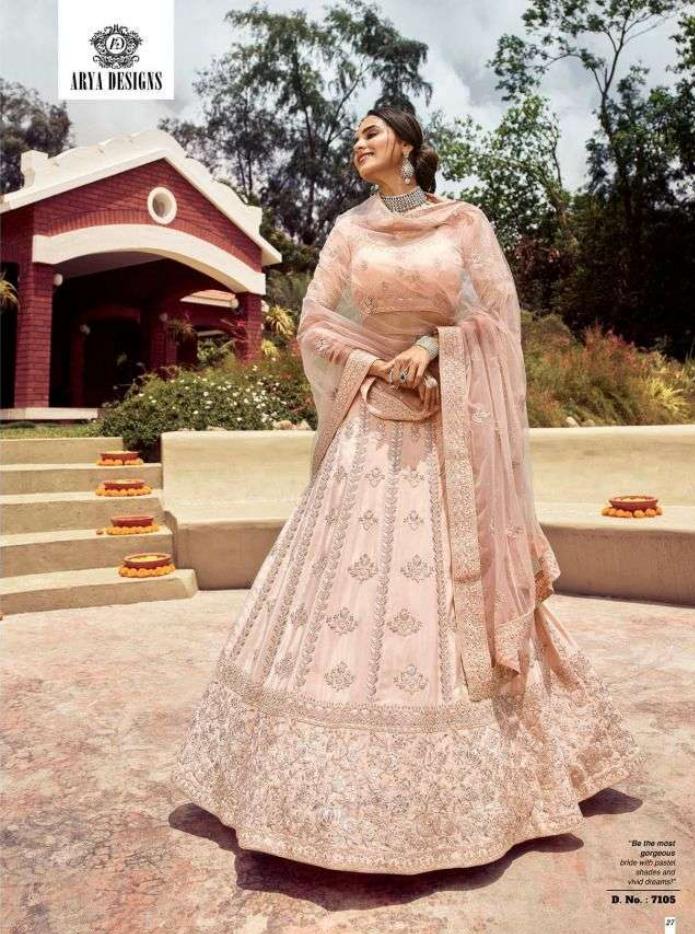
Intimate wedding: This setting calls for comfort; a light, embroidered lehenga would be an ideal pick.

Chic wedding: You can opt for an embroidered ensemble in light pastel tones, accessorised with floral jewellery—the right shade of pink or peach.

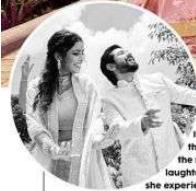
Outdoor wedding: So if you feel a winner in lightweight lehengas with floral and botanical motifs in muted tones of beige, sage, powder blue, yellow and pristine white.

Traditional wedding: Opt for easy elegance with red choli that can be paired with a flared embroidered lehenga and styled with a red net dupatta.

When the whirlwind romance finally comes along and sweeps you off your feet, you're going to want to be dressed impeccably for it! Love At First Sight by Arya holds the perfect pieces for when you find your perfect match.



"Be the most
gorgeous
bride with pastel
shades and
vivid dreams!"
D. No. : 7105



A bride knows that her lehenga is so much more than just a garment. It's a reflection of a journey that's been a lifetime in the making, it carries the love, laughter and emotions she experienced by herself, and shared with her loved ones.

Dear bride,
Marriage is a beautiful testament to love. And your wedding is a celebration of the new journey you are going to embark upon. It's the small moments you'll cherish forever – your mother-in-law admiring you with floral jewellery, your friends applying haldi on you, the first look exchange with your husband as you walk toward him to be his bride. Enjoy them, they will be precious memories for life.

A lot of hard work goes into planning a spectacular and truly special wedding. You may be extremely busy during the preparations, but don't lose track of what's important. Spend quality time with your family and involve your loved ones in the decision-making.

Some of you may worry about things you have no control over. Will everyone like the food? Will the weather be ideal? Will all the guests have fun? Don't let these thoughts distract you from the joy you'll feel on your wedding day. It really is irrelevant. Just look into your husband's eyes and know that you'll be sharing your forever with him. Celebrate that, most of all, and everything will come together.

The collection shows you how to effortlessly carry modern silhouettes with a playful spirit.
Q. The one RULE to never break?
"Be fearless in love."

Q. What keeps the spark alive?
Small, thoughtful gestures like date nights, surprise visits, or unexpected gifts that make your partner feel special.

CELEBRATING TOGETHERNESS

Dreamy destination weddings might be on hold for a while, but the party has moved to exotic hotels with luxurious settings that are just as picturesque! With the guestlist extremely short, as bidders less, your duties are reduced too, which means more time to pick the perfect outfit & click tons of photographs!

We believe in presenting a totally glamorous version of life!

Design is more than a profession. We instead see the regeneration of beauty as something of a religion.

Our endeavour is to stay true to our ethos in all that we create, that of a royal nomad with a penchant for Art Deco. So one can always find hints of all these elements in everything that we make, and these outfits are no different. A royal outfit speaks volumes about the bride.



How can a bride make silhouettes work for her?

Choosing a silhouette that's most flattering to your body type is imperative. We think silhouettes are widely open to interpretation, and if you're willing to experiment, the options are endless. Even in the subtlest ways, traditional silhouette can be tweaked and made relevant to today's brides. For the modern bride, versatility is key and styling plays a very important role.

To make a silhouette work for you, you need to make the ensemble fit you and not fit yourself in the ensemble. These are modern heirlooms. How can a bride ensure the outfit lasts forever?

Herbom outfits shouldn't be stored away in the closet. It's like holding a piece of history-every time you see it, touch it and wear it, you feel like you're literally walking down memory lane. To keep it in its best condition, we advise you to wash it in cold water, air dry it, and store it in a mink cloth and preserve it well. Dry cleaning retains the outfit's original form. On upcycling the dress you've said "I do" in, don't hesitate to interchange the separates with your everyday outfit and pair the tops from your yesterdays with drape skirts or choli pants. Similarly, jackets and blazers can be paired with skirts or sarees.

What are the bridal myths we would like to bust?

From sporting unconventional hues to employing overall weightlessness, what was considered typical bridal wear has morphed over the years. Embracing modernity is not the same as forsaking tradition. With some creativity, it's possible to create a beautiful space where contemporary styles and traditional weaves coexist. Monochromes look so elegant and graceful, and are the perfect way for a bride to stand out.

Here we would write down a personal note to the bride-to-be:

Dear bride,

Your wedding is a time for joy and celebration. One hopes that you will always prosper and have a full life ahead as you start a beautiful new phase of your life, so enjoy it. The clothes you choose should match that spirit. The colour you wear has to do with the seasons and harvested and fertility, so select pieces that are festive. Wedding clothing in India is called a lehenga. It's a traditional Indian garment that originated in the Indus Valley around 3000 BC. It's a three-piece outfit consisting of a blouse, a skirt, and a dupatta. It's a collection of clothes that have come down in tradition from at least 500 years ago. The zardosi work on them is said to come by India today, as it is done by the last of the master karigars who do the embroidery. The motifs are also part of India's very long and rich tradition, used symbolically to enhance the experience of a traditional ceremony. And yet, each piece is unique and reflects the culture and values of the people who created it. From the intricate embroidery to the vibrant colors, every detail is carefully chosen to create a look that is both traditional and contemporary. These pieces are equally good for the wedding day as for other functions, and even parties after the celebrations. It's time for a fresh, modern approach, and for clothes to live up to that spirit.

Please ensure your bridal outfit and keep it safe for the wedding day. We hope you have a wonderful wedding day and many happy years ahead.

Elevated classics

The wedding day should be traditional while still being relevant. Our collection plays with a mix of pastels, neutrals and traditional tones while keeping the focus on lightweight silhouettes.

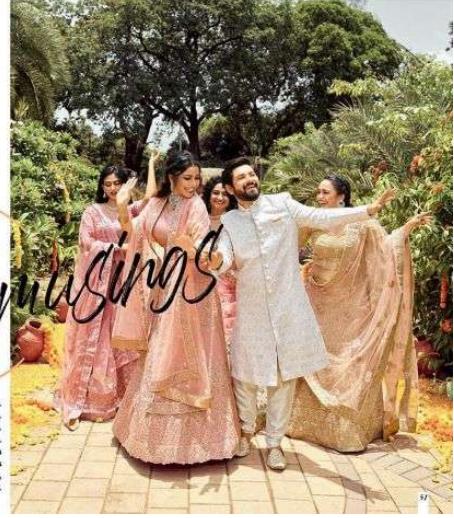
"Your union is one that will add joy to your life and we are all with you, wishing every happiness for your while you're off it."

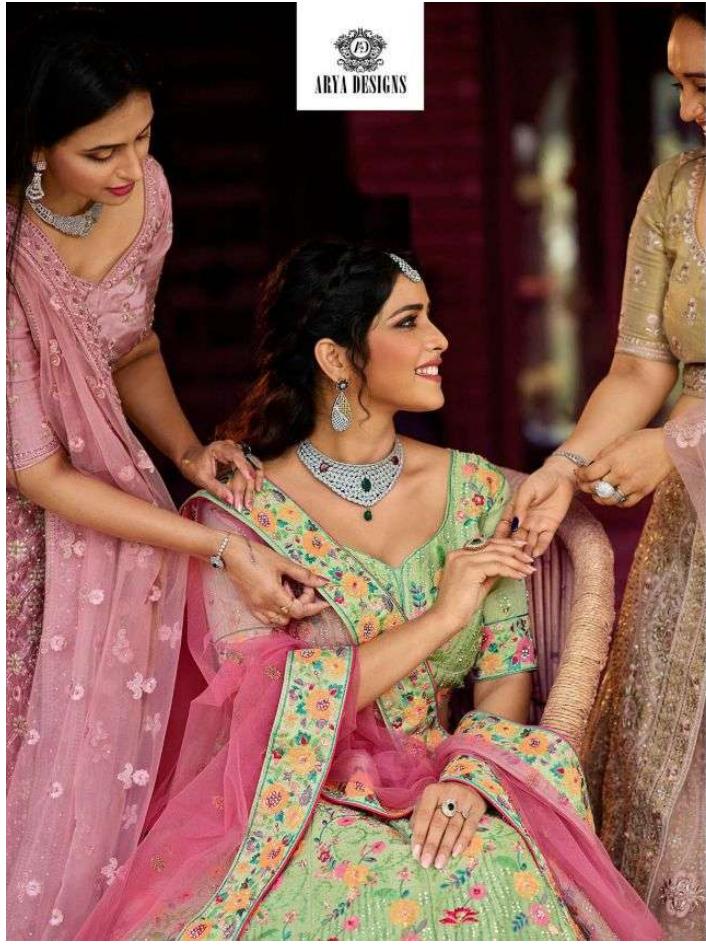


ARYA DESIGNS



A million feelings.
A thousand thoughts.
A hundred dreams.
One special occasion.
This collection is an exploration
and celebration of the bonds
a bride forms throughout her life,
that make her wedding truly magical.





ARYA DESIGNS

b

e yourself! Being a bride is a personal journey. It all comes down to who you are and what you really want from your wedding. You will be overwhelmed with an overwhelming experience. You're entering into a new phase of your life. There will be a lot of giddiness, excitement, and your emotions can run high. Avoid exhaustion, or feelings of separation from your family, self-pressure, and more!

And it's easy to get swept away by other people's expectations. You don't have to feel that way. Just remember that your wedding is an opportunity to express yourself, unapologetically, and engage fully in the moment, with no pressure!

One thing you must do is stick to your own style. Take time to develop your own vision of you as a bride, and imagine your look. You will be surprised how many women feel like their make-up come together. There are all kinds of brides now. Some like to wear lehengas, others like to wear sarees, others choose kurtis. It is lovely to see one's personality expressed. Whatever you do, choose radiance, comfort and ease!

In the ideal days, when the prevailing tradition was that brides kept quiet, the maid of honour was the confidante, the confidante of the bride. Today, women have earned their equality, are partners in a relationship, and are the ones who are the best support system to you, ever since you decided to tread this path. They have been your confidante, your cheerleader, your rock, holding your hand in those moments of self-doubt – she's been there, always there, a rock. In the run-up to the wedding, there will be many important decisions to be made, from the venue, right down to the venue and decor, to wedding flavours and everything in between. She will be the one who will help you make those decisions. After all, what are best friends for? Use her as your sounding board, let her know your fears, let her know your dreams, and hold her hand. She'll be the one who will plan a fun bachelor party for you and ensure you get that spa break before the wedding day.

You are the cusp of a new and exhilarating journey, one that promises to be exciting, challenging, and delivered an equal measure of joy. And the person who can be your confidante, your best friend, your rock, is your maid of honour. She will be there, holding your hand in those moments of self-doubt – she's been there, always there, a rock. In the run-up to the wedding, there will be many important decisions to be made, from the venue, right down to the venue and decor, to wedding flavours and everything in between. She will be the one who will help you make those decisions. After all, what are best friends for? Use her as your sounding board, let her know your fears, let her know your dreams, and hold her hand. She'll be the one who will plan a fun bachelor party for you and ensure you get that spa break before the wedding day.

On your big day, you will naturally be preoccupied. Tense, even at times. She will be the one to rub off that lipstick smear on your cheek, the one to give you a kiss on the forehead, the one to offer you a glass of champagne and crack a silly joke to ward off those jitters. Who better than her to know just how ready you are?

In the middle of all the hullabaloo, don't forget to take a moment to appreciate her efforts. Seeing you beginning this new journey, she will be the one to offer you a warm hug, squeeze her hand and gift her a little something just to say how wonderful you are.

It's true, she will still always love you. And she would be most happiest for you...

Donned in pastel florals, bloom in the most joyous trend of this season.

Maid of Honour Beautifully
decorous voices that bring out the best in you.
The feminine mystique Smart silhouettes, pretty details, and a confident spirit.

D. NO.: 7104

BRIGHT DAYS AHEAD
Embrace the new chapter of your life with handloved outfits in rich, happy hues.

The feminine mystique
Smart silhouettes, pretty details, and a confident spirit. Bridal fashion is not about trends, but more about individuality, and the art of self-expression. Brides need not limit themselves when selecting colour of their outfit for the trousseau. From refreshing mint to soft blush pink, all colours are in, we're also experimenting with a range of yellow, pistachio green, periwinkle blue and a classic ivory. As a brand, our strength lies in creating a look that is intricately embellished yet, remains weightless.



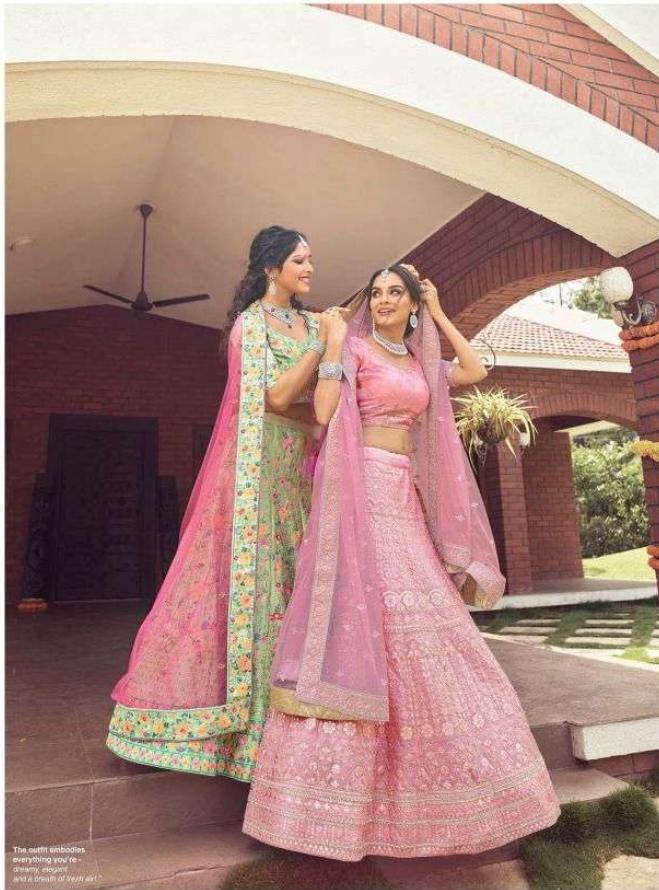
ARYA DESIGNS

A THE BRIDAL MEMOIR

WEDDING BRIGADE

Your wedding day is one of the most important days of your life. So it's vital that you look and feel at your very best. Here at Arya, we're setting new standards for Indian bridal womenswear; offering a bespoke collection. Featuring the most genuine work details and alluring patterns, our collection puts a new spin on these traditional garments which have been worn by women for hundreds of years, with a perfect hybrid of the traditional and the unconventional. A bridal memoir has the perfect, unique and beautiful outfit for you, from traditional Indian bridal wear, to innovative new designs that blend new and old styles seamlessly. We're selective in the designs we create, ensuring that you have access to only the best, the newest and the most fashionable pieces, all inspired by Indian heritage but suitable for any woman who wants to look gorgeous. Ensembles chosen for one's own wedding or that of a loved one, are never just garments. They're carriers of the love, laughter, joy and emotions we experience during a very special time. Years from now, when we'll hold them gently in our hands, we'll smile, maybe cry a few tears of joy and narrate stories of these days. And so, these ensembles deserve to be timeless, intricately crafted to echo the richness of the bonds you share and the memories you make. Soft fabrics, airy silhouettes, intricate artistry and dreamy palettes come together lovingly to capture the essence and soul of an intimate wedding. Ensembles become storytellers of the bride's inner musings and the rich bonds she shares with her tribe.





"Bask in the Glory of Masterpieces."

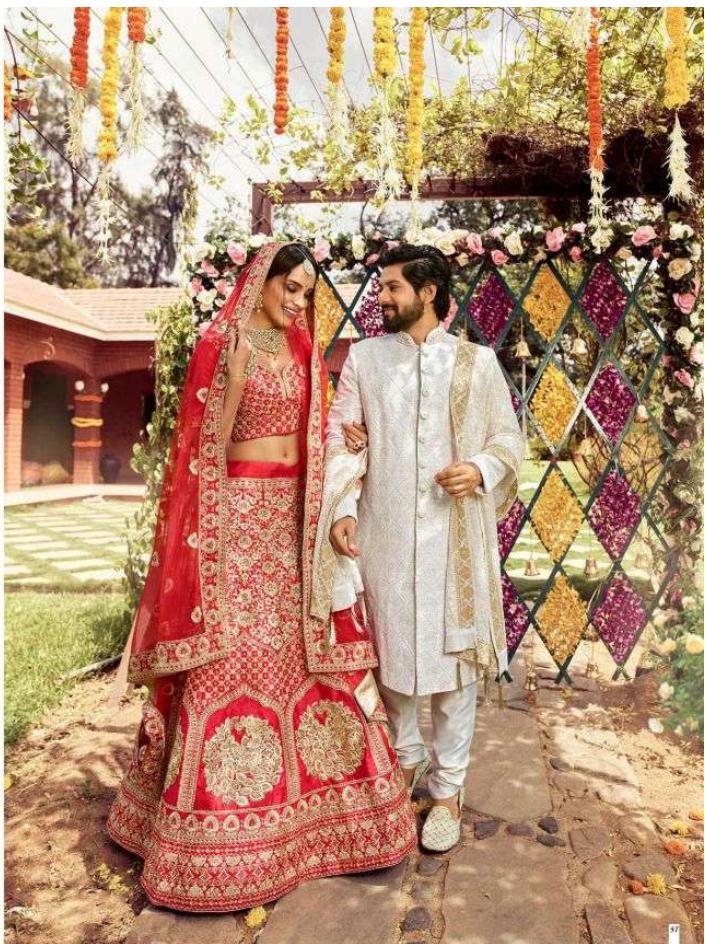
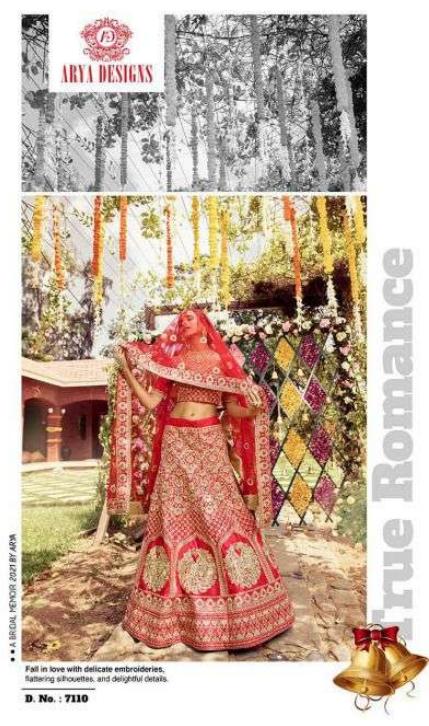


 ARYA DESIGNS

Your wedding ensemble is more than just an item of clothing. In its weaves are the memories you made with your loved ones, the quiet moments you spent by yourself, the laughter of your girlfriends, the love of your beloved and so much more. It's the little moments that come together to form memories that'll stay with us forever. The inside jokes, the silly giggles, the content silence between a bride and her close ones all go on to weave a story like no other. Inspired by this, Arya bring you an intricately crafted collection called "A Bridal Memoir".

Garden blooms inspire the palette and vibe of A Bridal Memoir 2021 by Arya. Lose yourself in soul-soothing hues and breezy ensembles that inspire delightful dancing, joyous movement and embracing the moment with all its grace.

"Step into your dream wedding with an ethereal couture."





Dear bride,

"unforgettable." Remember that song? That's the dream we all have for our brides. A dream that will stay in the hearts and minds of all those who are blessed to witness the day.

You are the centre, the very heart of these memories. It is you that the nation loves. Owning it is your right as a bride. Indulge in the most fabulous ensembles, jewels, accessories and makeup. Life is ultimately a celebration of love. And love is always inclusive. It encompasses and holds close the joy of others.

Your big day is also a huge moment for your parents, because it's their baby. They are your biggest champions and emotional allies. Respect that truth and have fun. They're giving their all to make your day a resounding success. And a day that would never be complete without them is not a happy day.

A wedding calls for meticulous planning and preparedness – it's a somewhat of a mission. Teamwork is the key to a successful wedding. Don't be afraid to go. Micro-management makes for undesirable brides, who also tend to be horrid.

Exhale and exclude all anxiety and stress. Many things make up a wedding. To start with, it is the perfect ensemble, one which feels as fabulous as it looks. But comfort is equally important. You want to feel good. It feels like a torture device. Great make-up and hair are essential, and you must enlist a professional to help you. But the greatest gift is a smile. - PV

A happy bride is the most beautiful bride of all. Party hard. Make incredible memories with your family and loved ones. And above all, have fun. There is no room for drama of the occasion. What lasts forever, what remains is that joy. Nothing else, it is priceless. And you deserve nothing less on your big day.

A HAPPY BRIDE IS THE MOST BEAUTIFUL BRIDE

These days brides are preferring trendy designs over traditional ones. There are multitudes of options to choose from. These include pastel shade lehengas, floral designs, embroidered lehengas, thread work.



ARYA DESIGNS

"An enchanting summer dream that's simply unforgettable."

D. No. : 7109



Colours: The weddings of 2021 mark the return of festivities after lockdown. This year is all about beginnings and celebrating life once again with loved ones. With an emphasis on personal expression, how can the wedding colour palette be dull? The bridal red is making a comeback, while multicoloured lehengas, embroidery masking a comeback. Millennial bridal denim and cotton cutouts are here to stay. Stereotypical personal style reigns supreme, as well as the things that bring joy.

Silhouettes and fabrics: With the Indian bridal market going through a major transformation, it's very important for the bride to stand out. A perfect blend of heritage and modernity, legacy aesthetics is what will set you apart. Breezy, organic, summer silk and tulle are here to stay.

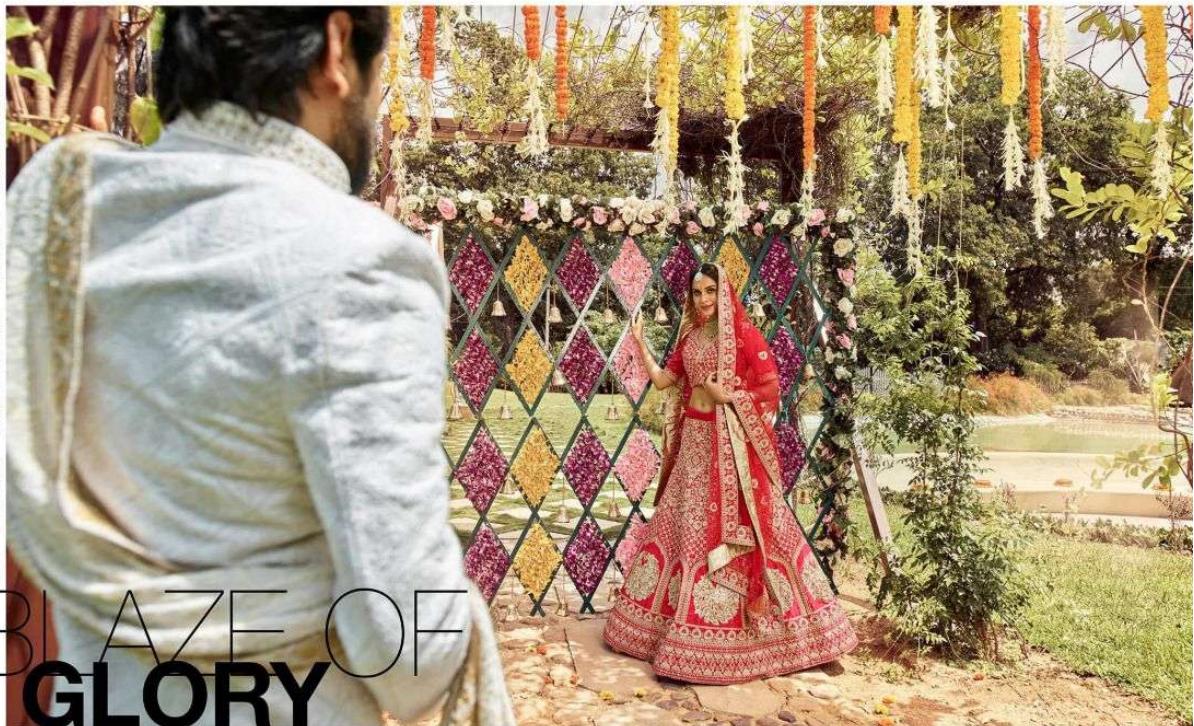
Accessories: Complete the look by not going overboard with jewellery and accessories. If the outfit is light, you could match it with a heavier necklace. If the outfit itself is ornate, then it is possible to keep the accessories simple. Consider statement bangles, designs, statement chokers and lightweight lehengas. Try a layered-jewellery look instead of piling on multiple pieces. Team the necklace with simple chokers.

Hair and makeup: A pretty braid, sleek ponytail or free flowing curls can all complement your look pre-wedding festivities. Try to keep the make-up natural and fresh. Create a look that complements the intensity of your make-up; pair a statement eye with nude lips, or bold lips with simpler eyes.

Expert advice: Weddings are all about love, joy and affirming happy unions. Don't let others tell you it's a frivolous world of vanity and very little substance.

EXCLUSIVE

BLAZE OF GLORY





ARYA DESIGNS

'A sea green piece
with florals to
spread joy in
your Republic'
D. No.: 7104



THE NEW AGE BRIDE

A Bridal Dream: There's nothing that isn't absolutely awe-worthy about florals and pastels!

Kickstart your new beginning in one of Arya's fabulously timeless masterpieces.

27




ARYA DESIGNS

Gone are the days when reds, pinks, and reds used to play a vital role in an Indian bride's trousseau. If you are planning to get married sometime soon and thinking about wearing a red lehenga, then you have to know that there are other colours like golden, peach, sea green and other pastel colours on their big day. Want to change your mind. And, if you're wondering what makes us say that, keep reading.

Here, we will talk about the latest bridal wear trends doing rounds these days. You might have noticed that instead of the traditional reds, more brides are even opting for other colours like golden, peach, sea green and other pastel colours on their big day.

For the minimalist brides who'd like to make a subtle statement at their intimate nuptials, the pastel lehengas by Arya will fit the brief.

Why pastels?

Classy, subtle and totally regal, pastel pink is the colour that perfectly complements the new Indian bride's look. It's a colour that is often chosen to maintain a sophisticated balance, other parts of the silhouette should be kept really subtle. Pastel pink is certainly a colour that is very elegant, sophisticated and breath unconventionally in their style. Every colour comes in different shades and tones. When it comes to picking for pastel, choose the shade that will be perfect for you. The best part is, it complements the Indian skin.

Going for pastels?

Pastel coloured bridal lehenga looks absolutely gorgeous. It is surprising that most darker girls feel pastels don't look good on them. But put a beautiful pastel shade on a darker girl and match your skin tone and it radiates as does dusty pink, icy cool pastels sound perfect. Pick Warm Pastels, Pale Gold, Burnt Orange, Emerald green, Dusty pinks, Peacock fandy. Also, try contrast in your make up.

Making your bridal look the most unique?

No wonder, when it comes to weddings, all the lovely brides love to wear a designer ensemble which makes them look jaw-dropping. Embellished with heavy zari work and stone work, this designer bridal lehengas is the most graceful Indian women's wear.

Whether it's your night wedding or day wedding, a designer lehenga in icy blue ombré colour, or a pastel pink and red colour looks flawless on the bride. So, if you are a fan of designer lehengas, then our collection is the ultimate choice for your designer bridal lehengas shopping.



"Blush-pink ensemble with delicate details tells a sophisticated story."
D. No. : 7103

The collection portrays the depth and elegance of easy style and luxury of the Regal through the use of opulent fabrics. The dramatic yet subtle palette can be seen in the shades of gold, frosted almond, peach, pale pink and ivory that celebrate the tradition in all its grandeur.

Through this collection, we are trying to bring the character of sheer grandeur of the Indian culture with our signature style.

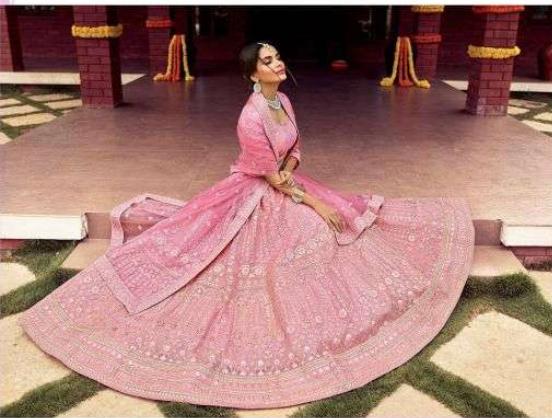
As the wedding season resumes with a fresh sense of hope, the season's festiveness take on a more sophisticated tone than ever this year. Think anamals bloom as nature comes to life, intimate, evening functions, and chilled champagne littered with petals over sun-kissed vines, an image of perfection.

When it comes to the outfit that the bride can consider for her big day, depending on temperatures, a soft choice of a traditional style becomes imperative. In contrast to the heavy designs of winter, lightweight designs are her best bet. These are comfortable and soothng and refreshing. Besides these, there are few things that are as important as the outfit: the wedding trousseau is now, more than ever, a reflection of your versatility. The bridal outfit you invest in will be a valuable asset, as essential for the many events you will eventually attend as

To help you choose the perfect ensemble for the wedding, Bridal Monsoon presents twelve timeless creations with love.

Bridal fashion is about celebrating our cultural heritage and our INCREDIBLE TRADITION.

"The label Arya is an expression of true luxury inspired by the Royals and colours that are truly bridal. The collection is a must-have for any bride-to-be this season."



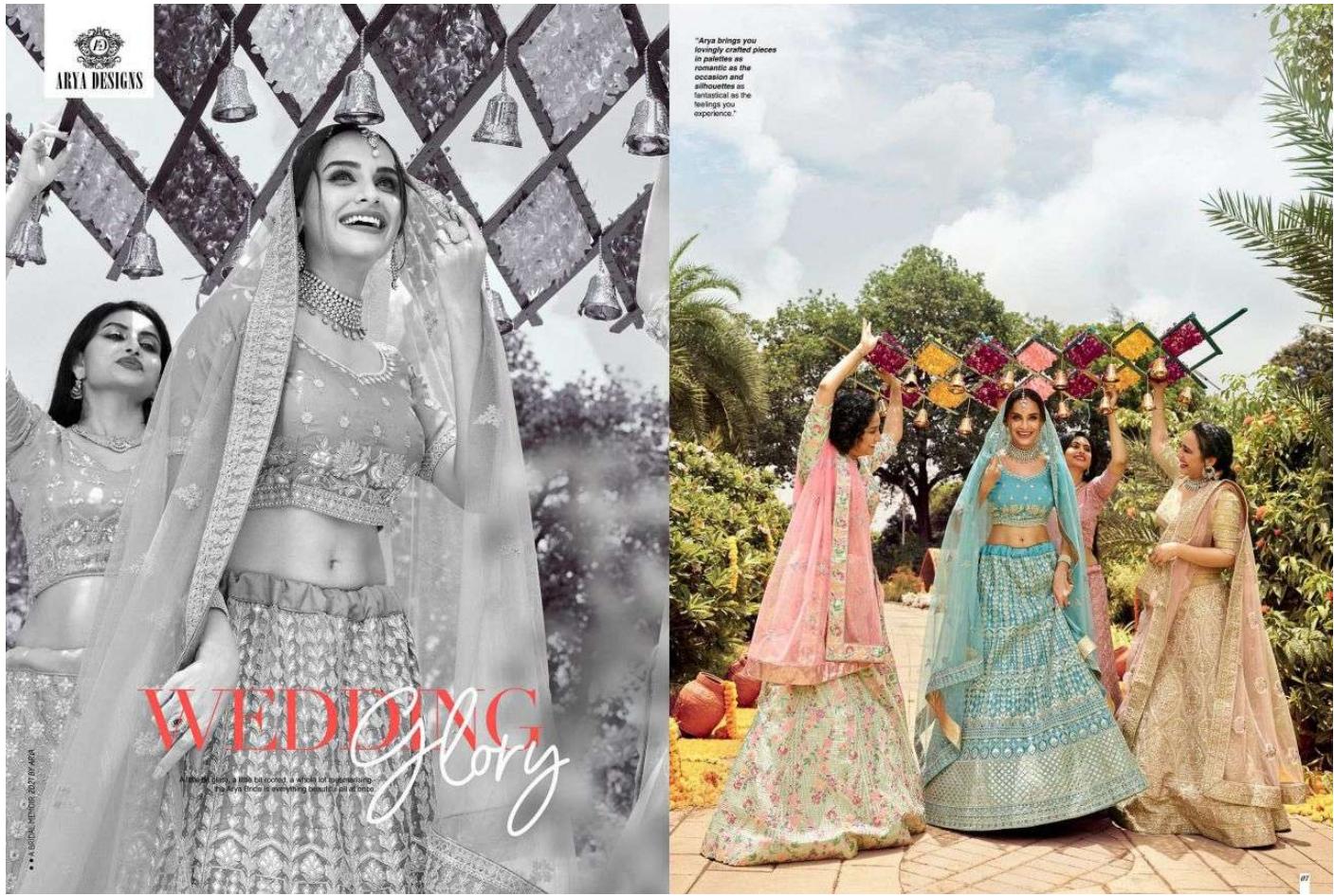
We use opulent embroideries to create picturesque landscape on clothes. And while they are intricately embroidered, the garments are surprisingly lightweight and easy to wear with fabrics we use.

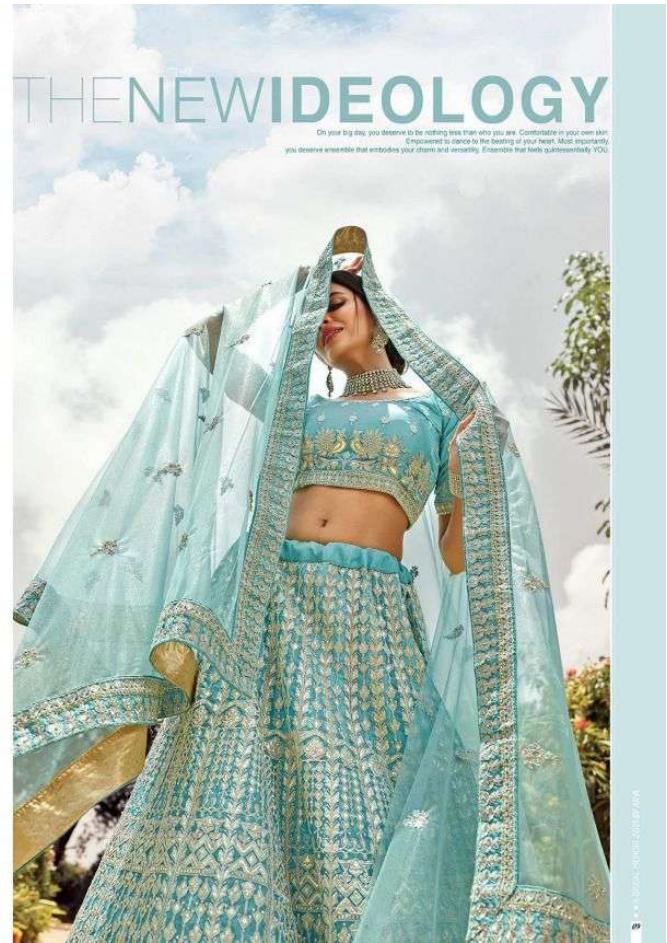
Colors: This year, we are celebrating light, pastel hues such as blush-pink, butter-yellow, ice blue, lilac and peach. We are firm believer that the bride should have fun at her wedding, and suggest that she selects pieces that she finds comfortable. The colours of the outfit should complement her personality, instead of overpowering it.

Accessories: Jewellery is very personal to the bride and her family. Many times, brides choose to wear their family mementos or invest in pieces that may have fun at her wedding, and suggest that she selects pieces that she finds comfortable. The colours of the outfit should complement her personality, instead of overpowering it.

Hair and make-up: The bride should focus on having fun, and her hair and make-up should reflect that. The hair can be tied in a slightly messy top bun, or left down in casual beach waves. The make-up should be natural, dewy, and light with hues of peach and pink.

Expert advice: Mixing and matching complementing shades is a playful way to upgrade your wedding outfit.





A woman in a light blue lehenga and dupatta stands on a sandy beach, looking towards the camera. She is holding her dupatta up with one hand. The background shows a clear blue sky with scattered white clouds and several birds flying in the distance.

MAGICAL

A E S T H E T I C S

Like the first rays of summer caught in a bloom, bright, soft, rich and touched with silver dust. The ocean blue ensemble from Arya invokes the image of a sun-kissed bride walking down the sandy aisle on a virgin beach. Radiant, lively and resplendent – perfect for the destination wedding of a lifetime.

We love this ensemble because it perfectly brings out the fusion of old world aesthetic and modern sophistication that makes this outfit so unique. The lehenga and blouse are monochrome, while the woven silver threads adds just the right hint of glamour. Paired with a soft net dupatta embellished with silver motifs and border, it's the perfect marriage of elegance and comfort.

ARYA DESIGNS

• A BIRAL MEHTA 2019 BY ARYA