

ARYA

A Bridal Memoir 2021

Discover the
**DREAM
TEAM**
for your
wedding

**THE
COUNTDOWN**
The latest
styles for
your big day

THE 2021
BRIDAL STYLE
EDITION

+

Going subtle
for your nuptials

Timeless
Rules



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ARYA DESIGNS

Pastels, Florals
&
Reds

Bridal
Dream

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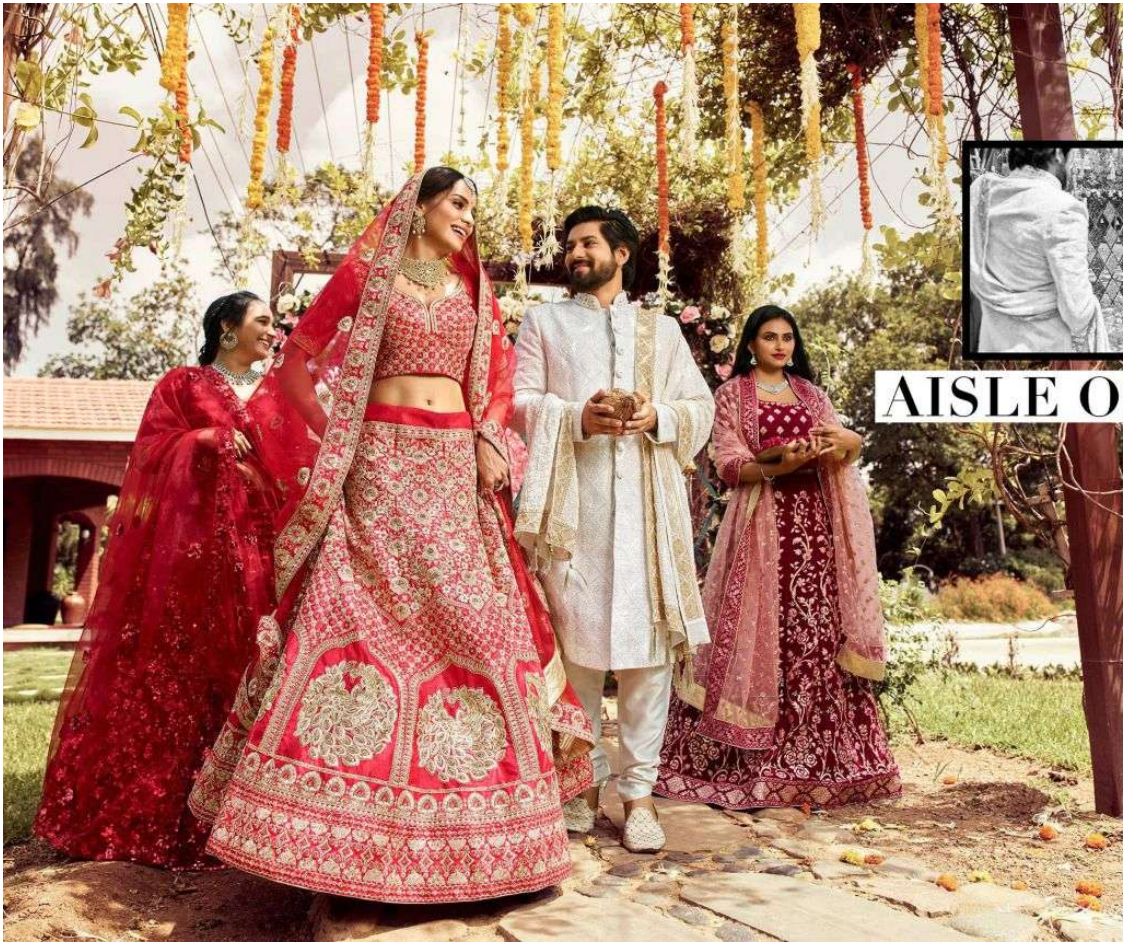
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ARYA DESIGNS

Pastels, Florals
&
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Bridal
Dream



AISLE OF STYLE

There are only two strong trends in bridal – the very sophisticated pastel hue with a soft vintage look and the traditional red sandoz, which is a symbolic culmination of the marriage. Within the veil, culture have started to get much brighter and more vibrant.

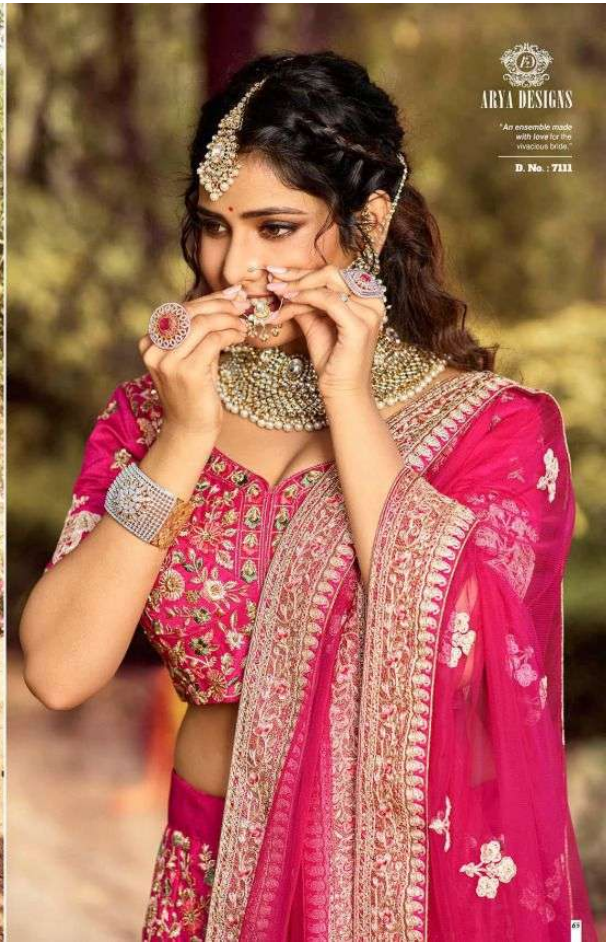
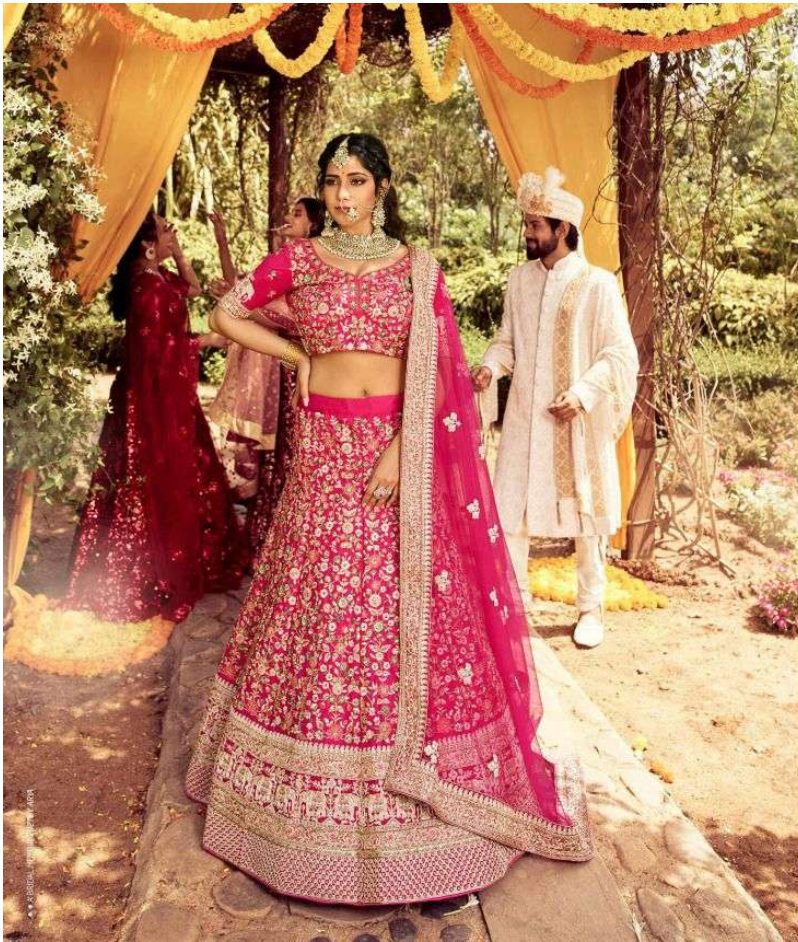
Clipped in regalia and woven with an old-world charm, the depiction of India's craftsmanship, oozing grandeur with every intersection of intricate threads; a tangible synonym of opulence and every bride's decadence to get them maharani feels at her wedding – designing house Arya's lehengas are all of 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-weddings, the statement is definitely not an exaggeration. Take a look at 12 spectacular ensembles for your wedding revelries.





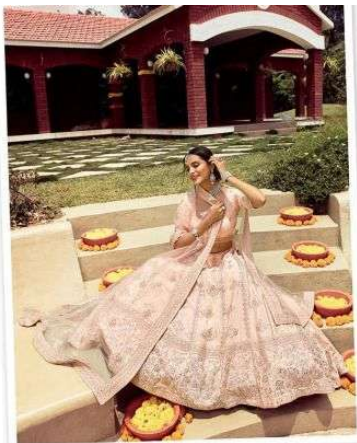
ARYA DESIGNS

all about JOY

The memories we make during a wedding carry a timeless quality. They glow bright and vibrant, illuminating even the darkest of days. They steal the last of time with effortless elegance. They make even the present feel extra special. Pastel rose hues with intricate artistry capture these sentiments in BRIDAL MEMOIR.

•• A BRIDAL MOMENT, 2021 BY ANA





"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 keep your stilettos for embroidered flat footwear.

City wedding: Opt for a minimal chic aesthetic with lightweight 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.

Cruise wedding: You can opt for an embroidered ensemble in light pastel tones, accessorised with floral jewellery—the right mix of modern and traditional.

Outdoor wedding: You'll find a winner in lightweight lehengas with floral and botanical motifs in muted tones of blush, 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 that 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.



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 pinks, 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 quickest way to reinvent is to employ a unique colour combination. When you think of Indian brides, 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, mauve, lilac, ivory and green.

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

The clock starts 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: begin the festivities with a voluminous anarkali and an ornate dupatta to make heads turn.

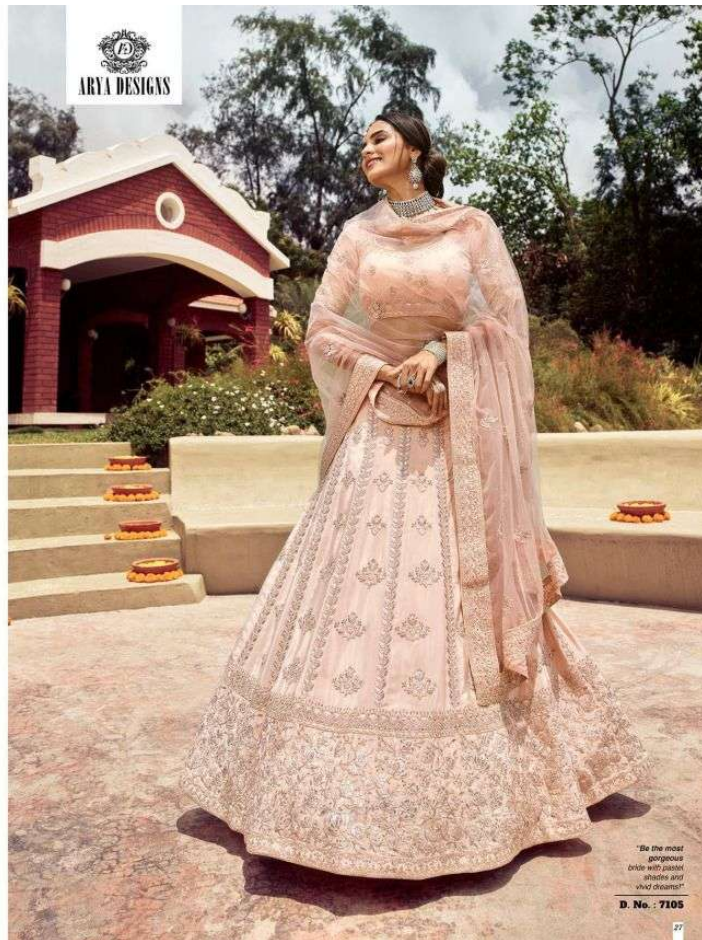
Mehendi: Tulle skirts paired with a wrap top or layered with a jacket are an ideal option, given the liveliness of this ceremony.

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 bride ensemble, over the world. And as awareness and education around ethical and sustainable fashion continues to increase,



"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 memoir 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 adorning you with floral jewellery, your friends applying haldi on you, the first look you 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 gave no control over. Will everyone like the food? Will the weather be ideal? Will all the guests have fun? And so on. But don't get upset if something doesn't go as planned on your wedding day. It really is irrelevant. Just look into your to-be-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 bridesmaids, your duties are reduced too, which means more time to pick the perfect outfits & 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 simplest ways, traditional silhouettes 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?

Heirloom outfits shouldn't be stowed 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. Contrary to popular belief, heirlooms should be appreciated every day. When we're creating outfits, we create it with the intention that the bride can wear it over and over again. We advise brides to keep the garment wrapped in a muslin cloth and preserve it well. Dry cleaning maintains 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 outfits and pair the tops from your trousseau with draped skirts or short pants. Similarly, jackets and braslette with jeans or lehengas.

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 traditions. With some creativity, it's possible to create a beautiful space where contemporary styles and traditional weaves coexist. Monotones 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 brides-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 harvest and fertility, so select pieces that are festive. Wedding clothing in India is not a fast fashion, and the embroideries and styling are such that it will stand the test of time, both in aesthetics as well as the quality of work. You have in your trousseau a collection of clothes that have come down in tradition from at least 500 years ago. The zardozi work on them is rare to come by India today, as it is done by the last of the master hangars who do this 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 of your bridal outfit can be worn in myriad ways, as separates paired with something fun. We have specially designed our new range for the young bride-flattering silhouettes, and contemporary drapes for you, your sisters, your friends, and family. These pieces are equally 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.

Treasure your bridal outfit and keep it safely so that one day, you can pass it to your daughter.

The wedding ceremony itself is very, very important in India. And if it can be translated to what you can understand, do so and listen carefully to the words because you're committing yourself to something wonderful. Yes, you may have jitters, may new brides feel a bit nervous, everybody is there to wish you well on this new phase of your life.

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.

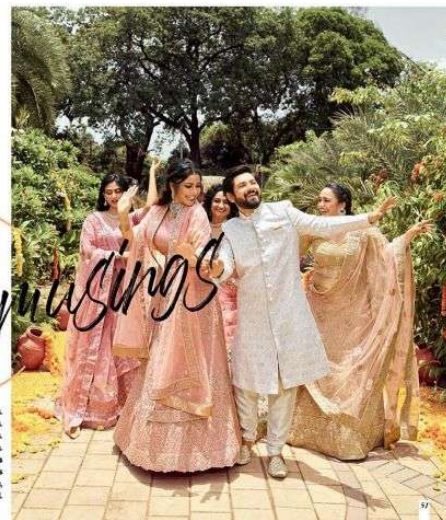
"Your union is one that will add joy to your life and we are all with you, wishing every happiness for your white years of it."



ARYA DESIGNS

Bridal musing

**A million feelings.
A thousand thoughts.
A hundred memories.
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.**





Be yourself. Being a bride is a personal journey. It all comes down to who you are and what you really want from your wedding. Remember that because it can be an overwhelming experience. You're entering into a new phase of your life with a partner, a friend, a guide - but at the same time, your emotions can run high. Trust, 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. That's when you need to take a breath, and realise 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 holistic way. Think of how your clothes, jewelry, and makeup come together. These are all facets of brides now - some wear simple saris and look wonderful, others choose lehengas. It is lovely to see one's personality expressed. Whatever you do, choose radiance, comfort and ease!

In the olden days, when the prevailing wisdom was that brides were given away, they were considered to good friends and more. Today, women have earned their equality, are partners in a true sense, and will very often continue to study, work or own businesses. They do not need to be loved for the journey - instead, they seem to be their own best selves, holding their head up high and not in the posture of artful obedience. Celebrate who you are, celebrate your life. Be yourself, be beautiful, be fabulous.

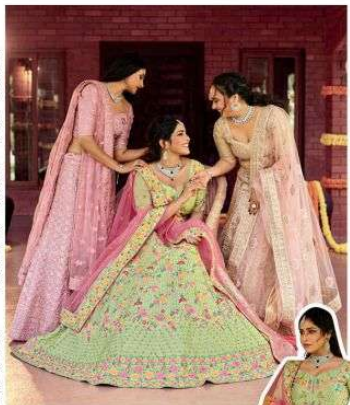
Use your clothes as armour through this, look incredible.

Dear bride,

You are the out of a new and exhilarating journey one that promises to be exciting, challenging, and delightful in equal measure! And the one person who has been standing right next to you, ever since you decided to tread this path has been your best friend, whether it's planning the festivities or holding your hand in those moments of self-doubt - she's been there, steadfast, like a rock in the not-up-to-the wedding, there will be many important details that will need your attention - right from the venue and decor to wedding favours and everything in between. Remember, you don't need to do it all by yourself! After all, what are best friends for? Use her as your sounding board and if at any point you feel overwhelmed, breathe and hold her hand. She'll be the one who will plan a fun bachelorette for you and ensure you get that spa break before madcap pre-wedding!

On your big day, you will naturally be preoccupied. Tense, even, at times. She will be the one to rub off that lipstick smudge on your chin and straighten your dupatta's drape. Get you that glass of champagne and crack a silly joke to ward off those pangs. Who better than her to know just how exactly you are feeling?

In the midst of all the hullabaloo, don't forget to take a moment to appreciate her efforts. Seeing you beginning this new journey will be an equally emotional moment for her. Give her a warm hug, squeeze her hand, and gift her a little something just to show how thankful you are. It's true, she will always love you. And she would be most happiest for you.



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

Mild of housewifely
decadent women 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 handwoven 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 individualism and being true to one's personality and ideals. Bride must not limit themselves when selecting colour of their outfits for the mousam. From a 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 couture 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 wear, 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."



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 contented 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 every precious moment with all your heart.

Our forte has always been high-quality embroidery. Intricate, luxurious detailing is a hallmark of the Arya designs. With a magically instinctive touch, we use twinkling diamante trims to highlight the feminine curve of a scooped back, a small waist or an elegant neck. Our cuts are close to the body without being too revealing, and the clothes are demure and alluring at the same time.

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



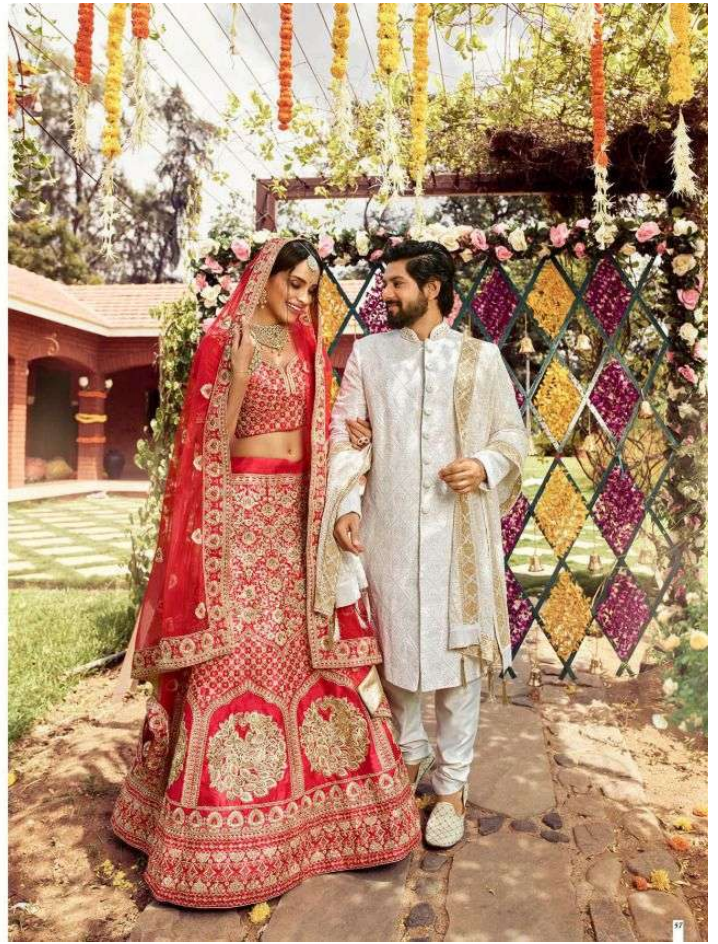
• • A BEAUTIFUL MOMENT BY ARYA

Fall in love with delicate embroideries, flattering silhouettes, and delightful details.

D. No. : 7110



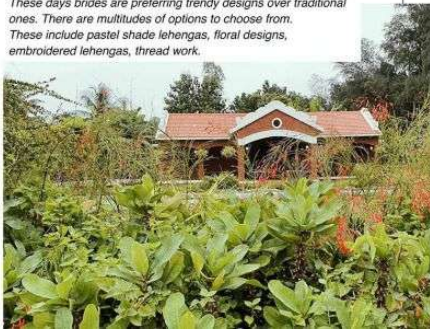
True Romance





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.



Dear bride, unforgettable. "Remember that song?" That's the dream we dream for you, our bride. A wedding that lasts lifetime 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 your day. No question about it. Owning it is your right as a bride. Indulge in the most fabulous accessories, jewels, and accessories. A wedding 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. Include them in every way. They are the strongest champions and emotional allies. Respect that faith and trust in it. They're giving their all to make your dream wedding come true. As a daughter, how wonderful it is to also factor in their joy, their aspirations into your celebrations.

A wedding calls for meticulous planning and preparedness - it's a somewhat of a mission. Teamwork is the name of the game. Learn to delegate. And then let go. Micro-management makes for miserable brides, who also tend to be forgetful.

Exclude and exclude all anxiety and stress. Many things make up a wedding. To start with it is the perfect moment, one which feels as fabulous as it looks, but don't be weighed down by something that is so heavy it feels like a future device. Great make-up and hair are essential and you must enlist a professional to help you. But the greatest trick in the business is joy.

A happy bride is the most beautiful bride of all. Party hard. Make incredible memories with your family and loved ones. Look yourself to the magic, and the sheer romance of 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.



ARYA DESIGNS

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

D. No. : 7109



ARYA DESIGNS

Colours: The weddings of 2021 mark the return of festivities after a hard year. This is a time for new beginnings and celebrating life once again with loved ones. With an emotion pinned on so much hope, how can the wedding colour palette be dull? The bridal red gets a fresh twist multicoloured embroidery making a comeback. Millennial brides don't need to conform to sartorial stereotypes-personal style reigns supreme, as well as the things that bring joy.

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

Accessories: Balance the look by not going overboard with the jewellery and accessories. If the outfit is light, you could match it with a heavier dupatta. If the outfit itself is ornate, then it is advisable to keep the accessories simple. Consider interesting blouse designs, statement dupattas and lightweight lehengas. Try a layered-jewellery look instead of picking one single piece. Team the neckpiece with simple chains and chokers.

Hair and make-up: A pretty bride, sleek ponytail or free flowing curls can be considered for the pre-wedding festivities. Try to keep the make-up natural and fresh. Create a balance when it comes to 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 experimental silhouettes and happy huss. Don't let others that it's a frivolous world of nuptials and very little substance.

EXCLUSIVE

BLAZE OF GLORY







ARYA DESIGNS

Gone are the days when rubies, corals, 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 Bridal Lehenga on your special day, then you might 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 that evergreen red, brides have been seen wearing 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 bill.

Why pastel?

Crispy, subtle and totally regal, pastel pink is the colour that perfectly complements the new Indian bride, who oozes oodles of exuberance. To maintain a sophisticated balance, other parts of the silhouette should be kept really subtle. Pastel pink is certainly the new red for those who prefer classiness and break unconventionally in their style. Every colour comes in different shades and tones, so when opting 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 muted green or a warm pastel pink against your skin tone and it radiates as does dusty pink, icy cool pastels sound perfect. Pick Warm Pastels, Pale Gold, Burnt Oranges, Emerald green, Dusty pinks, Peach family. Also, try contrast in your make up.

Making your bride 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 lehenga is the most graceful Indian woman's wear.

Whether it's your night wedding or day wedding, a designer lehenga in icy blue ombre 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 lehenga shopping.

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."

"Blush-pink ensemble with silver work draws into a sophisticated story."
D. No. : 7103

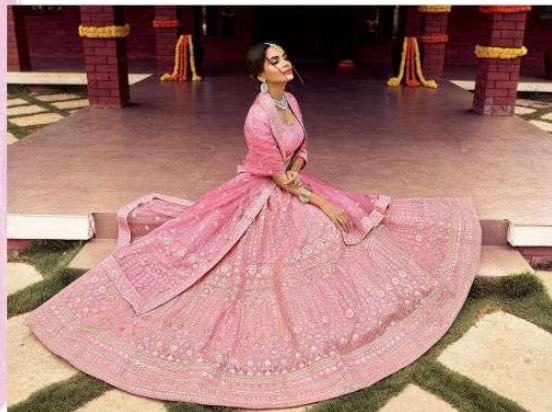
The collection portrays the plush facade and sense of easy style and luxury of the Royal through the use of opulent fabrics. The detailed yet delicate work is balanced by the elegance of the colour palette. The collection ranges from delicate shades of gold, frosted almond, champagne, salmon pink and ivory that celebrate the collection in all its grandeur.

Through this collection we are trying to capture the charm and sheer grandeur of the Indian culture with our signature twist.

As the wedding season resumes with a fresh sense of hope, the season's festivities take on a brighter and more festive avatar this year. Think small as blooms as nature's designed backdrop, intimate evening functions, and chilled champagne sipped rules clinking over a sundowner with the setting sun... an image of perfection.

When it comes to the outfits that the bride can consider for her big day, especially as temperatures soar, the choice of fabrics and styles become imperative. In contrast to the heavy drapes of winter, lightweight designs are her best friends here, in colours that are soothing and refreshing. Besides these, there are few things that the recent years have taught us: the wedding bridezilla is now more than a myth, focused on versatility. The bride's outfit you invest in should double up as a style essential for the many events you will eventually attend as newlyweds.

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



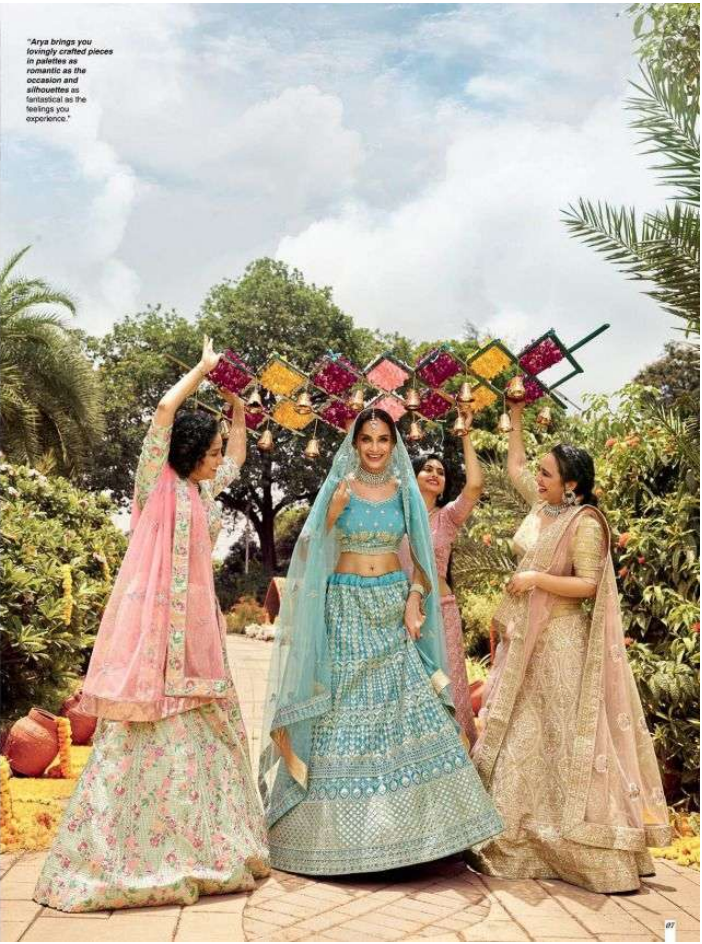
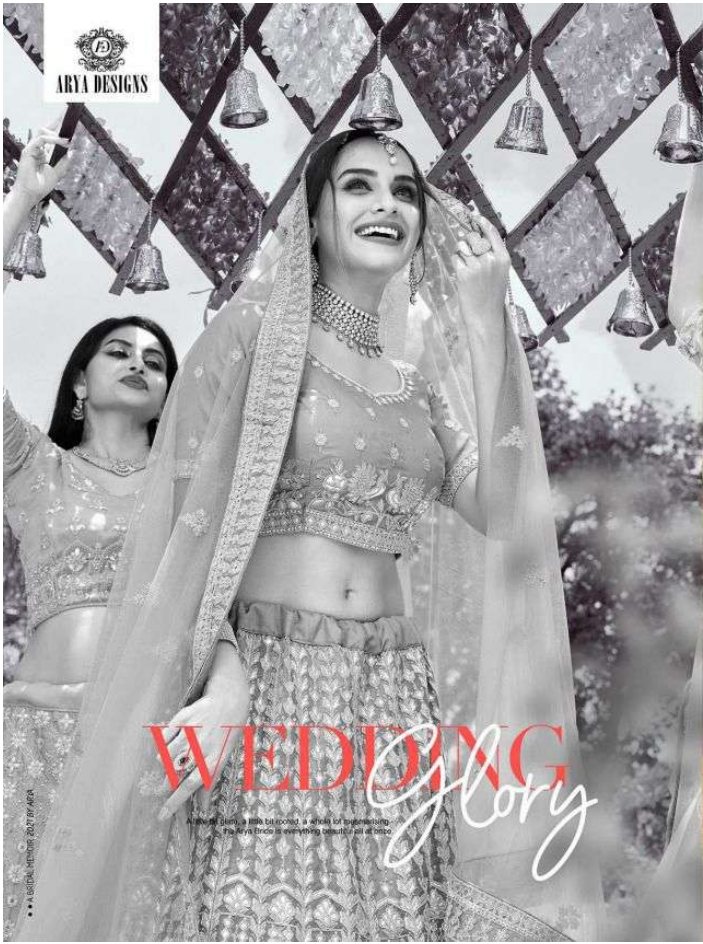
We use opulent embroideries to create picturesque landscape on clothes. And while they are intricately-embroidered, the garments are surprisingly lightweight and easy to wear with fabrics we use.

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

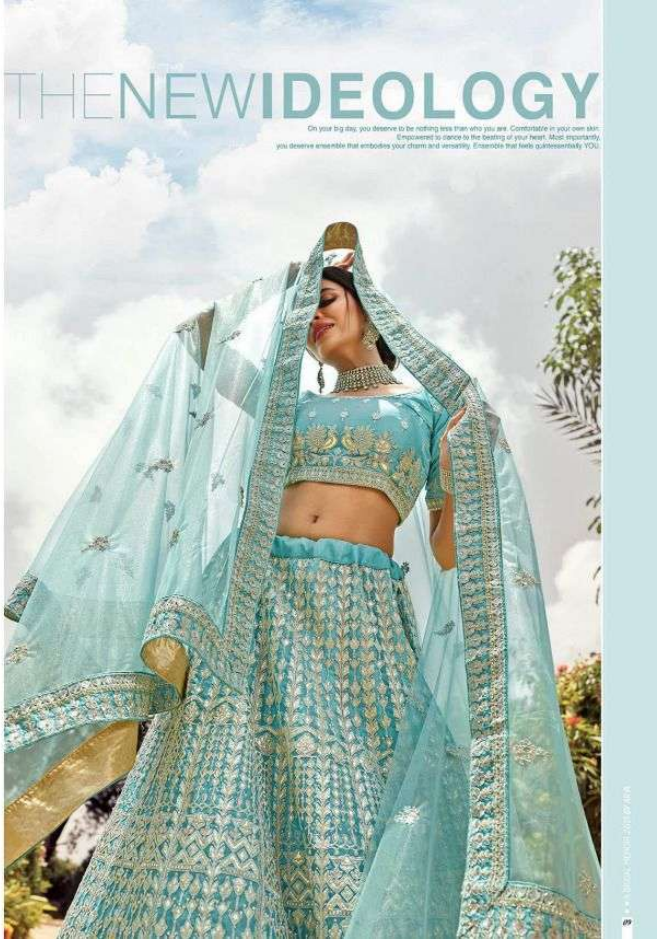
Accessories: Jewellery is very personal to the bride and her family. Many times, brides choose to wear their family heirlooms or invest in pieces that may become heirlooms for generations to come, which is a wonderful thought. Jewellery should be styled in such a way that it doesn't look overwhelming. Dainty pearls, light pieces in gold and design with crystals are good options. Coordinate your outfit, clutch or potli, and if you are at a beach wedding, wear flats or go bare feet!

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 complementary shades is a playful way to upgrade your wedding outfit.



"Arya brings you lovingly crafted pieces in palettes as romantic as the occasion and silhouettes as fantastical as the feelings you experience."





MAGICAL AESTHETICS

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 add 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.

• A BRIDAL INSPIRATION 2021 BY ARYA

