

DESIGN CAPSULE · INDIA 2026-28

Design Capsule: Indigo, blue and white

Indigo denim, blue-and-white prints and tailoring were the most-seen colour story on the Indian runway.

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Mood and colour

Indigo
19-3864 TCX
#2F3F7A

Sapphire
19-4050 TCX
#1F4E9C

Ivory
11-0104 TCX
#F3ECDC

Rust
18-1248 TCX
#B5522B

Pantone TCX (cotton) codes are the nearest match to the screen colour; confirm against a physical Pantone book and lab dips before production.

Why? Blue is easy to wear across age groups and works for both festive and everyday. Indigo also links to India's dyeing heritage, so it suits handloom and denim alike.

What? Blue ran through Lakmé Fashion Week 2026: indigo denim and crisp tailoring, blue-and-white evening gowns with fine surface work, and whole shows built on indigo.

Who's showing it?

- **Payal Pratap:** Indigo denim and structured tailoring
- **AFEW by Rahul Mishra:** Blue-and-white eveningwear with surface work
- **Saim:** Silk Chanderi paired with denim

Key pieces

Forecut flat sketches with reference photos, ready to brief into design.



Indigo denim with handloom

RISING

Indigo denim teamed with handloom pieces.

Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Chanderi with denim

EMERGING

Silk Chanderi paired with denim, as shown by Saim.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Embroidered denim jackets

EMERGING

Denim jackets with Indian embroidery.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading





Ikat

RISING

Resist-dyed yarns woven into blurred patterns.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Block print

PEAKING

Hand block prints from Bagru and Sanganer.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking



Kurtas with jeans and sneakers

PEAKING

The everyday Gen Z mix of kurta, denim and sneakers.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking

Price guide (India)

KEY GARMENT	VALUE	MID	PREMIUM
Indigo kurta or shirt	₹799–1,499	₹2,000–4,500	₹8,000+
Denim co-ord or jacket	₹1,499–2,999	₹3,500–7,000	₹12,000+
Blue-white printed saree	₹1,299–2,499	₹3,000–7,500	₹15,000+

Cost to make: Low. Indigo dyeing and prints are widely available. Use natural indigo for premium and synthetic indigo for value.

How to build the capsule

- Add indigo to every category: kurtas, denim, sarees and footwear.
- Pair indigo with ivory and champagne gold for festive.
- Try one denim-meets-handloom fusion piece.

Sources: Harper's Bazaar India and Free Press Journal, Lakmé Fashion Week 2026.