

BRAND WATCH · INDIA FESTIVE 2026

Brand Watch: what Indian labels are launching

How India's startups, D2C labels, designers and retailers are bringing Forecut's tracked details to market this festive season.

Forecut Editorial · 11 October 2026



Signals at a glance

Forecut details, their Festive 26 status, and the Indian labels showing them.

FORECUT DETAIL	FESTIVE 26	SEEN AT
Gota patti	PEAKING	Soch, POMCHA
Bandhani	RISING	Soch, POMCHA
Block print	PEAKING	Max Fashion, péro
Chanderi	PEAKING	Max Fashion, AMPM
Mirror work	RISING	Ridhi Mehra, Tasva by Tarun Tahiliani
Corset saree blouses	RISING	Ridhi Mehra, Evierose
Kolhapuri chappals	RISING	Manyavar, Fizzy Goblet
Zardozi	PEAKING	Tasva by Tarun Tahiliani, Anushree Reddy
Tissue	RISING	Soch
Festive kaftan kurtas	RISING	Soch
Contrast piping	RISING	Max Fashion

FORECUT DETAIL	FESTIVE 26	SEEN AT
Potli and fabric-covered buttons	RISING	Max Fashion
Pre-draped saree gowns	RISING	Hafsaad
Pastel handloom sarees	RISING	Suramya
Cape lehengas	RISING	Label Shivani Nirupam
Organza	PEAKING	AMPM
Jamdani	RISING	Aadyam Handwoven
Ikat	RISING	Aadyam Handwoven
Embroidered denim jackets	EMERGING	Spacelines
Indigo denim with handloom	RISING	Spacelines
Fit-and-flare Anarkalis	PEAKING	Pink City by Sarika
Brocade and Chanderi Nehru jackets	PEAKING	Manyavar
Ivory and pastel sherwanis	PEAKING	Manyavar
Chikankari	PEAKING	Manyavar

FORECUT DETAIL	FESTIVE 26	SEEN AT
Embellished wedding juttis	PEAKING	Fizzy Goblet
Potli bags	PEAKING	Fizzy Goblet
Handcrafted leather sneakers	EMERGING	Gully Labs
Angrakha wrap kurtas	EMERGING	Tasva by Tarun Tahiliani
Tone-on-tone bandhgalas	RISING	Tasva by Tarun Tahiliani
Draped dhoti skirts	EMERGING	Suneet Varma
All-over heavy sequins	FADING	Suneet Varma
Linen	RISING	Ashish N Soni
Organza sarees with scalloped borders	PEAKING	Taneira
Tissue sarees in champagne gold	RISING	Taneira

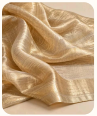
The labels

Summaries of published collection coverage and brand pages. Product photos are Forecut references, not the brands' own products.

Soch

NATIONAL RETAILER · TYOHAAR,
THE FESTIVE EDIT 2026

Six stories across sarees, lehengas, suits, kaftans, co-ords and ghagra cholis: embroidery on crushed tissue, gota jacquard on Russian silk in teal, wine, maroon and navy, bandhani on Bemberg crepe, and tile-inspired prints. From Rs 3,000.



Tissue **RISING**



Gota patti **PEAKING**



Bandhani **RISING**



Festive kaftan kurtas **RISING**

Source: Images BoF, 6 Oct 2026

Max Fashion

VALUE RETAILER · FESTIVE 2026
WITH KALKI KOECHLIN

Sanganer hand block prints, Chanderi blends and cotton dobby in kurta sets, kalidars and dresses, with contrast piping, fabric buttons, potli accents and zari, mirror and bead work. Powder pink, ivory, sage and pista green. Indian wear Rs 999–1,999.



Block print **PEAKING**



Contrast piping **RISING**



Potli and fabric-covered buttons
RISING



Chanderi **PEAKING**

Source: Images BoF, Sep 2026

POMCHA

CRAFT STARTUP (2020) · BRAND
FOCUS

Gota patti, bandhej and leheriya in contemporary cuts, made with more than 100 artisans.



Gota patti **PEAKING**



Bandhani **RISING**

Source: ELLE India, 24 Jun 2026

Hafsaad

SAREE LABEL · BRAND FOCUS

Sarees in contemporary colours with ready-to-wear drapes and stitched blouses, plus styling boxes with jewellery.



Pre-draped saree gowns

RISING

Source: ELLE India, 24 Jun 2026

Suramya

JAIPUR LABEL · LATEST COLLECTION

Pastel hues in airy fabrics with delicate embroidery, hand finishing and pearl embellishment.



Pastel handloom sarees

RISING

Source: ELLE India, 24 Jun 2026

Ridhi Mehra

DESIGNER LABEL · FOLKLORE

Gujarati mirror work and embroidery on corset bodices, sarees, wide-leg trousers, sharara-style separates and sheer overlays.



Mirror work

RISING



Corset saree blouses

RISING

Source: ELLE India, The October Edit, 5 Oct 2026

Evierose

D2C LABEL · MINI FESTIVE CAPSULE

Corsets as the centrepiece, including a blue brocade corset with tie-knot shoulders.



Corset saree blouses RISING

Source: ELLE India, The October Edit, 5 Oct 2026

Label Shivani Nirupam

DESIGNER LABEL · FESTIVE

A floral tiered lehenga set with an embroidered blouse and a flowing cape for daytime festivities.



Cape lehengas RISING

Source: ELLE India, The October Edit, 5 Oct 2026

AMPM

DESIGNER LABEL · SVA, A/W 26

Motifs on Chanderi, silk and satin organza in brick red, blush, bottle green, sage and bone ivory: flared kurta sets, wrap skirts, shirt-and-jacket sets and fringe.



Chanderi PEAKING



Organza PEAKING

Source: ELLE India, The October Edit, 5 Oct 2026

Aadyam Handwoven

HANDLOOM INITIATIVE · A/W 26

Handwoven sarees and dupattas from Varanasi, Bhuj, Pochampally, Kashmir, Gadwal, Uppada and Venkatagiri, including Tanchoi, Jamdani and Ikat.



Jamdani

RISING



Ikat

RISING

Source: ELLE India, The October Edit, 5 Oct 2026

Spacelines

DESIGNER LABEL · DARBAR: THE EVENING EDIT 26

Denim and Tencel reworked as evening fabrics, with sculptural cuts and Persian-inspired zari embroidery.



Embroidered denim jackets

EMERGING



Indigo denim with handloom

RISING

Source: ELLE India, The October Edit, 5 Oct 2026

Pink City by Sarika

DESIGNER LABEL · JHOOM, FESTIVE 2026

Jewel tones of purple, emerald, rani pink, vermilion, marigold and orange, softened with ivory and metallics.



Fit-and-flare Anarkalis

PEAKING

Source: ELLE India, The October Edit, 5 Oct 2026

Manyavar

MENSWEAR LEADER · FESTIVE COLLECTION

Kurta sets, kurta-jacket sets, Nehru jackets, bandhgalas and sherwanis. Cream is the most-listed colour; brocade, jacquard and chikankari details; jodhpuri juttis and Kolhapuris styled with looks.



Brocade and Chanderi Nehru jackets

PEAKING



Ivory and pastel sherwanis

PEAKING



Chikankari

PEAKING



Kolhapuri chappals

RISING

Source: Manyavar festive collection page, Oct 2026

Fizzy Goblet

FOOTWEAR D2C · NEW ARRIVALS

Festive juttis including velvet and dabka styles, Kolhapuri-inspired "Kolha" flats and wedges, mule heels and potli bags.



Embellished wedding juttis

PEAKING



Kolhapuri chappals

RISING



Potli bags

PEAKING

Source: Fizzy Goblet new arrivals, Oct 2026

Gully Labs

SNEAKER STARTUP · BRAND FOCUS

Hand-lasted sneakers drawing on Indian street culture.



Handcrafted leather sneakers

EMERGING

Source: SNKRSCART, homegrown sneaker brands 2026, 2026

péro

DESIGNER LABEL · DREAM DRESS-UP, S/S 27 (WITH BARBIE)

Opened Lakmé Fashion Week x FDCI in Delhi: relaxed silhouettes with black-and-white stripes in mashru, jersey and hand knits, checks from West Bengal, block printing, crochet, lace, bows and a mini koodai basket bag in recycled plastic wire.



Block print **PEAKING**

Source: ELLE India, In Conversation With Aneeth Arora, 14 Oct 2026

Tasva by Tarun Tahiliani

MENSWEAR LABEL · WEDDING MENSWEAR, LAKMÉ FASHION WEEK X FDCI

Day 2 in Delhi: overlapping angrakha-style tunics, open-front bandhgalas, churidars and pre-draped doshalas in ivory, lilac, salmon and jade, with aari, zardozi and mirror work, appliqué and pearls; motifs from the Tree of Life, Lipan art and paisley.



Angrakha wrap kurtas

EMERGING



Tone-on-tone bandhgalas

RISING



Zardozi **PEAKING**



Mirror work **RISING**

Source: Free Press Journal, Lakmé Fashion Week Day 2, 16 Oct 2026

Suneet Varma

DESIGNER LABEL · KASHI, LAKMÉ FASHION WEEK X FDCI

Varanasi-inspired occasionwear: draped saris, dhoti skirts, jackets, tunics and trousers in deep reds, purples, maroon and black, with embroidery and textured handwork; showstopper fishtail with plum and silver paillettes.



Draped dhoti skirts **EMERGING**



All-over heavy sequins **FADING**

Source: Outlook Luxe, Suneet Varma's Kashi, Samant Chauhan's Jaisalmer and More, 16 Oct 2026

Anushree Reddy

DESIGNER LABEL · MAYA, LAKMĒ
FASHION WEEK X FDCI

Day 4 in Delhi: a collection built around illusion, drawing on mythology, childhood stories and everyday objects; layered, colourful, maximal and dimensional, worked in zardozi, intricate threadwork, sequins and glass beads.



Zardozi

PEAKING

Source: Outlook Luxe, Lakmé Fashion
Week x FDCI 2026 Day 4, 17 Oct 2026

Namrata Joshipura

DESIGNER LABEL · OBSIDIAN,
LAKMĒ FASHION WEEK X FDCI

Day 4 in Delhi: deep black with metallic finishes on glossy fabrics, gold-toned embroidery, sculpted floral motifs and gem-like surface details, in her elongated jumpsuits and sculpted eveningwear.

Source: Outlook Luxe, Lakmé Fashion
Week x FDCI 2026 Day 4, 17 Oct 2026

Ashish N Soni

DESIGNER LABEL · COLLECTION
WITH ARVIND LIMITED, LAKMĒ
FASHION WEEK X FDCI

Day 4 in Delhi: developed with Arvind in cotton, wool, linen, Tencel and bamboo, exploring how textiles shape silhouette and structure; bridal and menswear looks, with select pieces to be sold at The Arvind Stores.



Linen

RISING

Source: Outlook Luxe, Lakmé Fashion
Week x FDCI 2026 Day 4, 17 Oct 2026

Samant Chauhan

DESIGNER LABEL · JAISALMER,
LAKMĒ FASHION WEEK X FDCI

Shown with Jaisalmer Crafted Bar Collectibles: a black-and-gold floor-length gown with halter neckline, fitted waist and voluminous skirt, gold floral and foliage motifs and three-dimensional ruffles.

Source: Outlook Luxe, Suneet Varma's Kashi, Samant Chauhan's Jaisalmer and More, 16 Oct 2026

Taneira

SAREE RETAILER (TITAN) · SOLAH
SHRINGAAR, FESTIVE 2026

Festive saree collection rooted in Indian textile heritage, in organza, tussar and tissue with intricate motifs and distinctive borders, combined with contemporary design; sold at Taneira stores across India.



Organza sarees with scalloped borders

PEAKING



Tissue sarees in champagne gold

RISING

Source: ThePrint (ANI), Taneira Celebrates the Beauty of Self-Admiration This Festive Season With Solah Shringaar, 16 Oct 2026

What this tells you

- Craft-led festive is mainstream: tissue, gota, bandhani and block print run from value retailers to designer labels.
- Corsets and ready-to-wear drapes are moving from designer capsules into D2C labels.
- Pastels with sage and ivory lead day festive; jewel tones lead evening.
- Indian footwear startups are building on juttis, Kolhapuri shapes and hand-lasting sneakers.

Brand Watch summarises public coverage and brand websites as of October 2026. Mentions are for trend analysis only and do not imply endorsement or partnership.