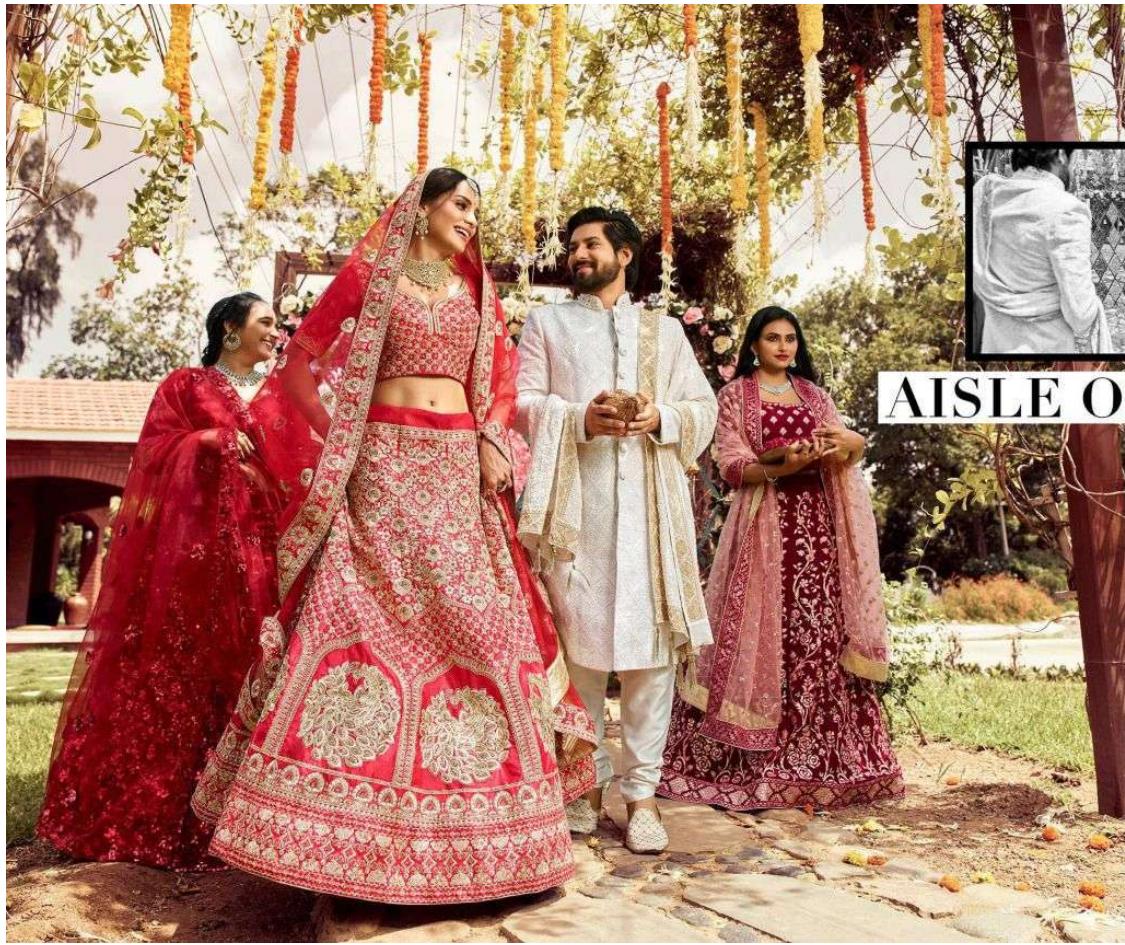




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ARYA DESIGNS



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 lehengas

are all of it and more!

Replete with signature gold accents entwined with

festive tones and intricately crafted perfection,

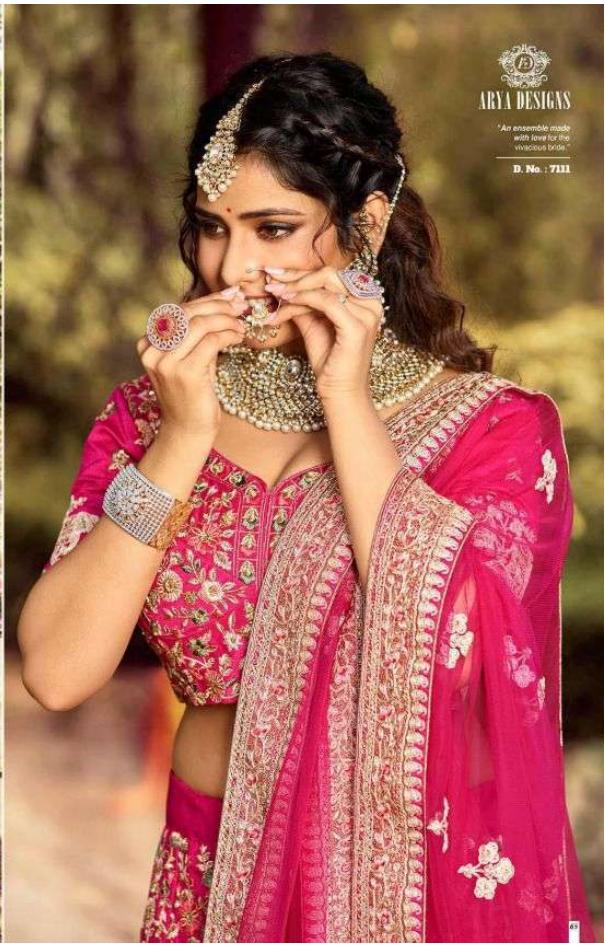
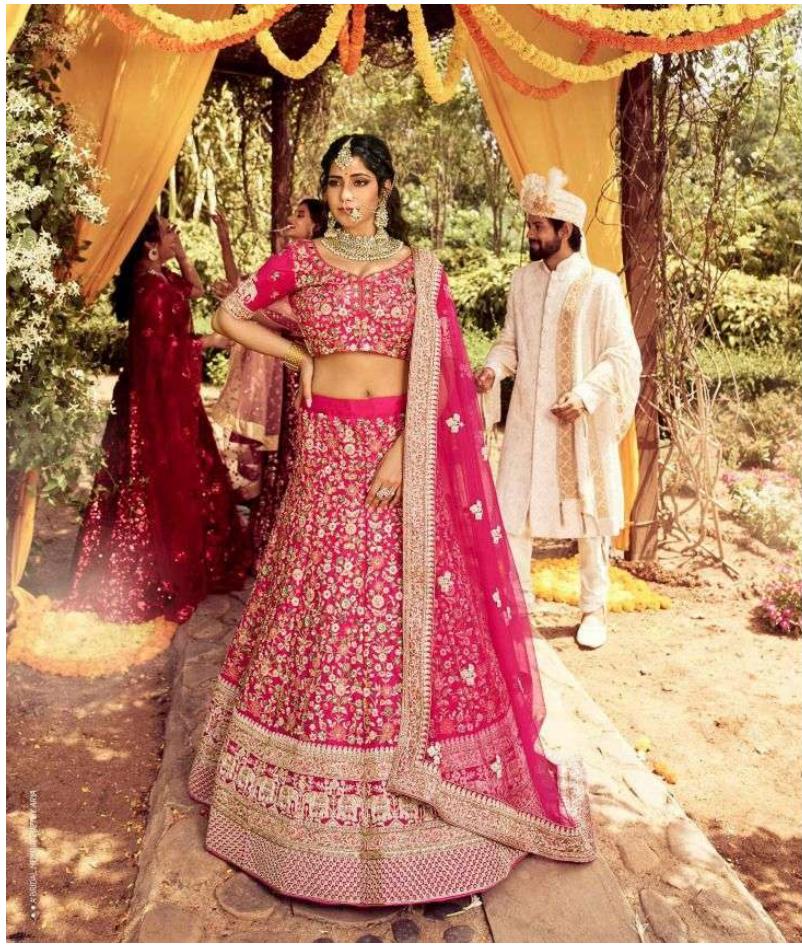
Arya outfits transcend one to a magnum opus set in a royal era.

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-wedding, the statement is definitely
not an exaggeration. Take a look at

12 spectacular ensembles for your wedding festivities.





The memories we make during a wedding carry a timeless quality. They shine bright and vibrant, like the sun on a clear day. They stand the test of time with effortlessness and grace. They make even the present feel extra special.

People now have the means to easily capture those moments in **BRIDAL MEMORY**.

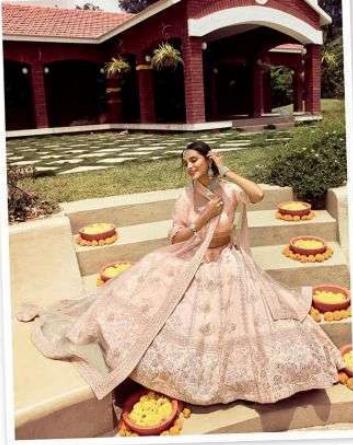
ARYA DESIGNS

all about **JOY**



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 most important thing to remember is to employ a vibrant and bold 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 starts ticking on the longevity of your bride threads immediately after the wedding. After the ceremony, it is of utmost importance to have your bride 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.

Mehandi: 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.

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

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

"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.

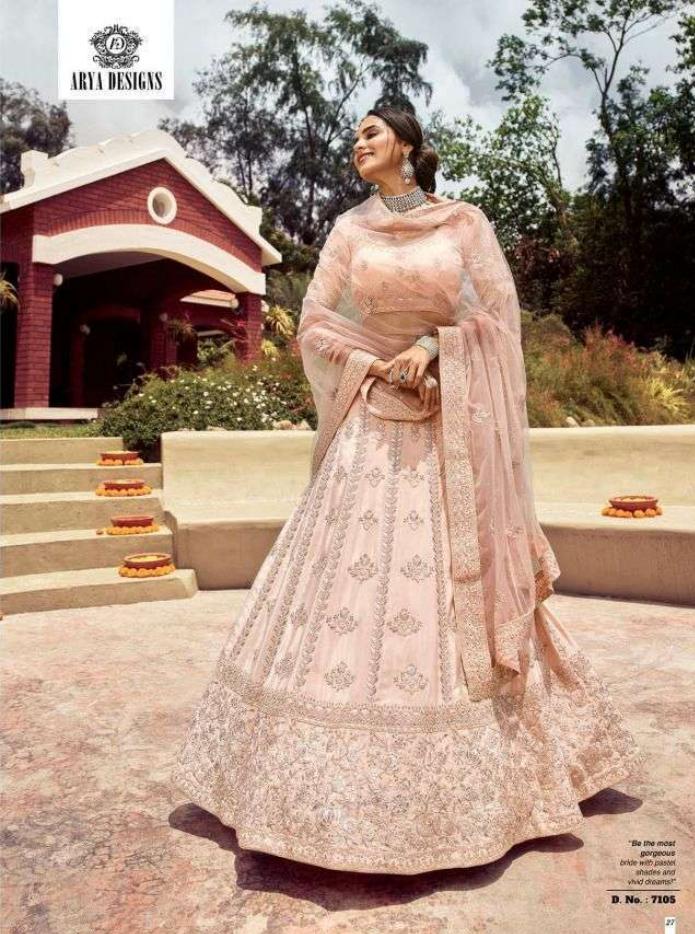
Intimate wedding: This setting calls for comfort; a light, embroidered lehenga would be an ideal pick.

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 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.



"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 of being with your loved ones 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 couple happy?
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, 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. So, 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 outfit and pair the tops from your yesterdays with drape skirts or choli pants. Similarly, jackets and lehengas can be paired with separates.

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 not a trend, it's a tradition. The designs are rooted in our culture and history. The lehengas and grooms' sherwani are a mix of traditional and modern. There are a variety of colours that have come down in tradition from at least 500 years ago. The zardosi work on them is now to come by India today as it is done by the last of the master karmangs 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 couple does their own thing. They add their own twist to the traditional designs. The lehengas are now available in a variety of styles, from the traditional to the modern silhouettes, and contemporary drapes for you, your sisters, your friends, and family. 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 so that it can be passed on to the next generation.

Elevated classics

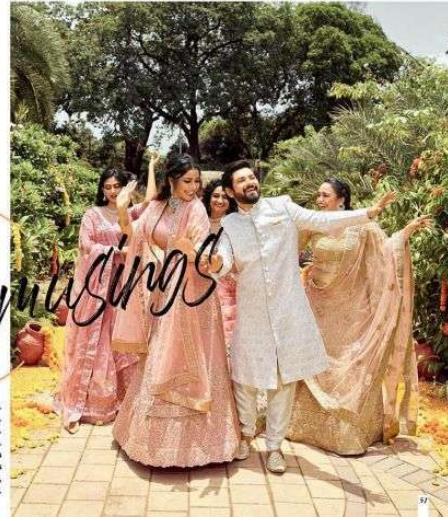
The wedding day should be traditional while still being relevant. Our collection plays with a mix of pastels, neutrals and traditional tones while keeping the focus on lightweight silhouettes.

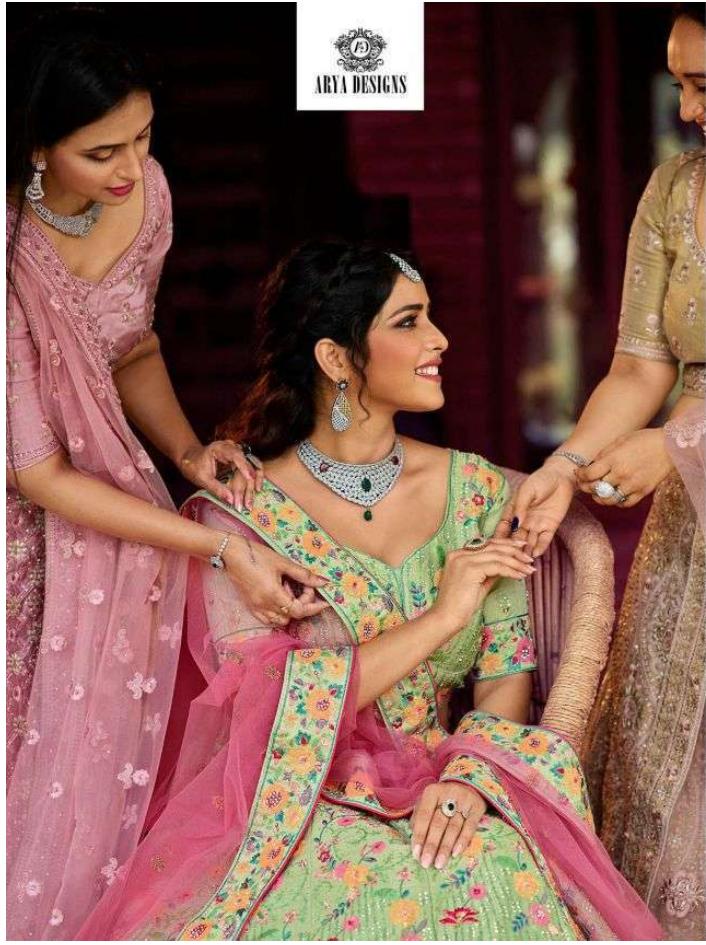
"Your union is one that will add joy to your life and we are all with you, wishing every happiness for your while you're off it."



Bridal musings

A million feelings.
A thousand thoughts.
A hundred emotions.
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're becoming a wife, but it's also an overwhelming experience. You're entering into a new phase of your life, and there's a lot of giddiness involved. And, your emotions can run high, from 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 might feel like you need to prove to everyone that your wedding is an opportunity to express yourself, uniquely, 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 don't have to be a bride in a pink sari and make-up come together. There are all kinds of brides now. Some like to wear lehengas, others like to wear 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 friend and more. Today, women have earned their equality, are partners in a relationship, and are often the ones who are the main support system for businesses. They do not need to be levered for the journey ahead. They have to be their own best selves, holding their head up high and looking forward with full optimism. Celebrate who you are, celebrate your life. Be yourself, because you are the most beautiful person in the room. Use your clothes as armour through this, look invincible.

Dear bride,

You are the cusp of a new and exhilarating journey, one that promises to be exciting, challenging, and delivered an equal measure of joy. One question you'll ask yourself is, "What does it mean to be a bride?" You will hold your hand to your heart, and then hold your hand to your head, and then hold your hand to your hand in those moments of self-doubt – she's been there, she's seen it, she's a rock. In the run-up to the wedding, there will be many important decisions to be made, from the right colour for the venue and decor, to wedding flavours and everything in between. You will be surrounded by love and support, and you will be surrounded by love and support.

After all, what are best friends for? Use her as your sounding board, and let her know how you're feeling, and let her hold her hand. She'll be the one who will plan a fun

backstage spa session for you and assure you that you get that spa break before the ceremony.

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 glass of water, the one to hold 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 midst of all the hullabaloo, don't forget to take a moment to appreciate her efforts. Seeing you beginning this new chapter in your life, she will be the first to offer you a warm hug, squeeze her hand and gift her a little something just to say how wonderful you are.

It's her, 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."

Maid of Honour Beautifully
decadent colours 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 expression. Bridal wear has no limit when selecting colour of their outfit for the trousseau. 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 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 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."

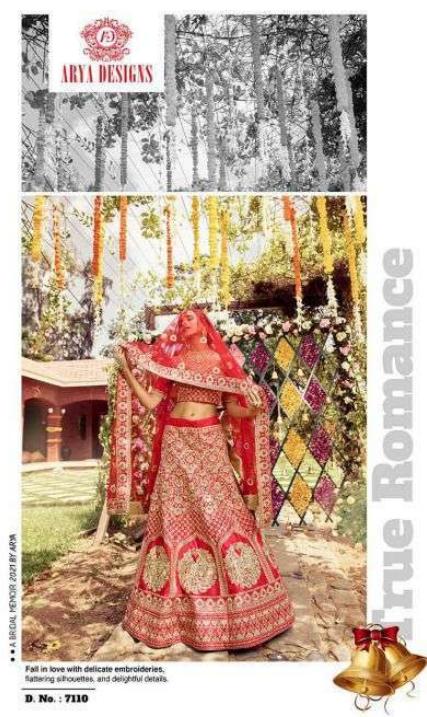


 ARYA DESIGNS

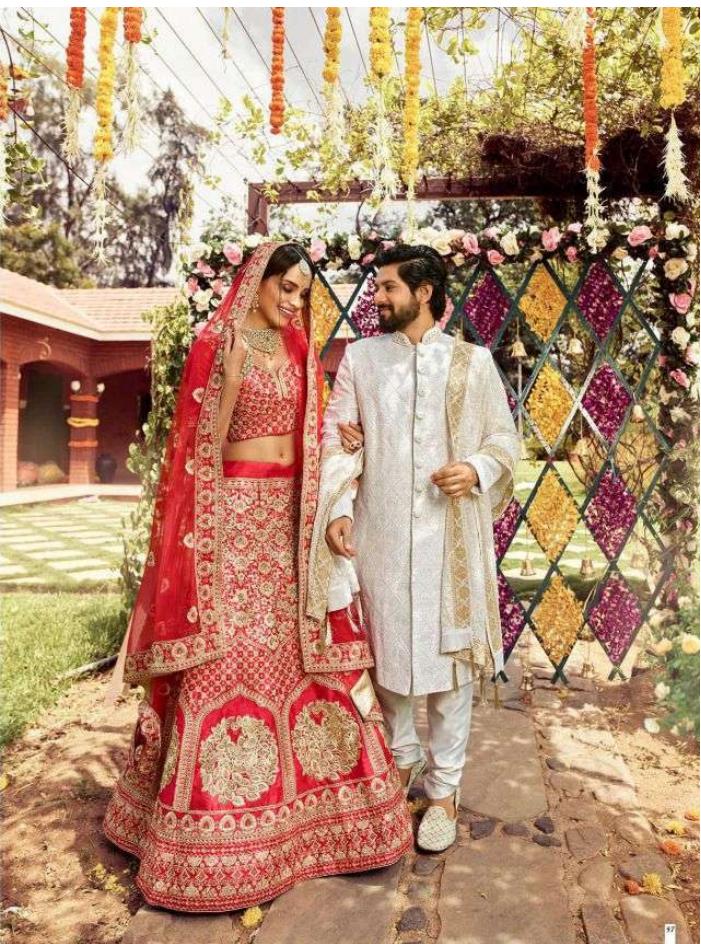
Your wedding ensemble is more than just an item of clothing. In its weaves are the memories you made with your loved ones, the quiet moments you spent by yourself, the laughter of your girlfriends, the love of your beloved and so much more. It's the little moments that come together to form memories 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 beauty within all of us.

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



True Romance





Dear bride,

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

You are the centre, the very heart of these mandates. 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, brothers and sisters. They are your biggest champions and emotional allies. Respect that truth and that all of them are giving their all to make your wedding ceremony a success. And when we put it in to also factor in that joy, their aspirations into your celebration.

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 let anyone go. Micro-management makes for memorable 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 consider the makeup and hair too. You want to look good. And you must entrust 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 will be no shortage 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.

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 a long time. This is the year for new beginnings and celebrating life once again with loved ones. With an emphasis on safety and hope, how can the wedding colour palette be dull? The bridal red is still a firm favourite, multicoloured embroidery making a comeback. Millennial blues and greens continue to stereotype 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 is very important for the bride to stand out. A perfect blend of heritage and modernity aesthetics is what will set you apart. Breezy, organic, summer silk and tulle are here to stay.

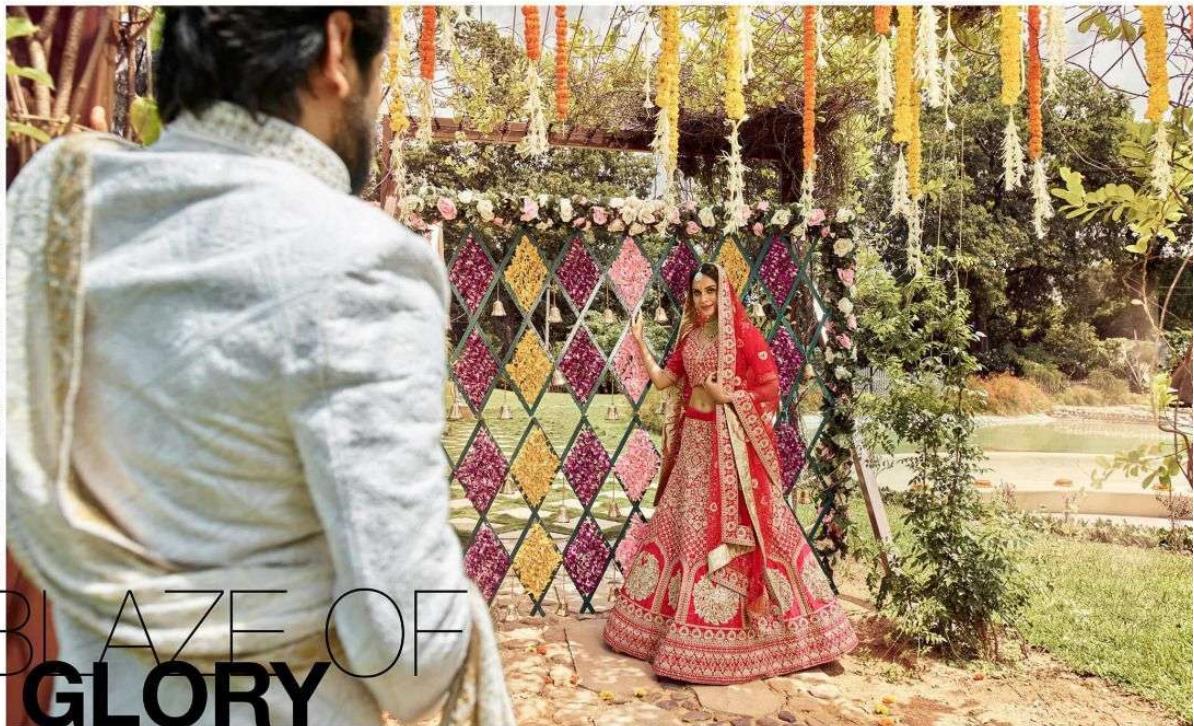
Accessories: Enhance the look by not going overboard with jewellery and accessories. If the outfit is light, you could match it with a heavier necklace. If the outfit itself is ornate, then it is possible to keep the accessories simple. Consider statement bangles, designs, statement chokers and lightweight lehengas. Try a layered-jewellery look instead of piling on one single piece. Team the necklace with simple chains and 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 soft shadow around 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 fun, love, laughter and happy hours. Don't let others tell you that it's a frivolous world of vanity and very little substance.

EXCLUSIVE

BLAZE OF GLORY







 **ARYA DESIGNS**

Gone are the days when reds, pinks, and mics 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 it's time to think again. You may 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 red, more brides are choosing 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?

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 known 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. So, if you are opting for pastel, choose the shade that will fit the person 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 lehenga 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 royal style and luxury of the Regal through the use of opulent fabrics. The dramatic yet subtle palette of the collection 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 and sheer grandeur of the Indian culture with our signature style.

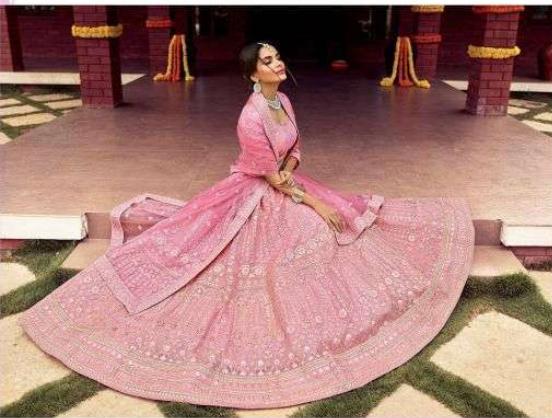
As the festive season commences with a fresh sense of hope, the season's festiveness take on a more vibrant hue than ever before this year. Think amritas bloom as nature comes alive, think of intimate evening functions, and chilled champagne littered with petals over sun-kissed skin, an image of perfection.

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 lehengas of winter, lightweight designs are her best bet. These are comfortable and soothng, and refreshing. Besides these, there are few things that make a bride look more elegant: the wedding trousseau is now, more than ever, a reflection of her versatility. The bridal outfit you invest in should be subtle yet be essential for the many events you will eventually attend as a newlywed.

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."



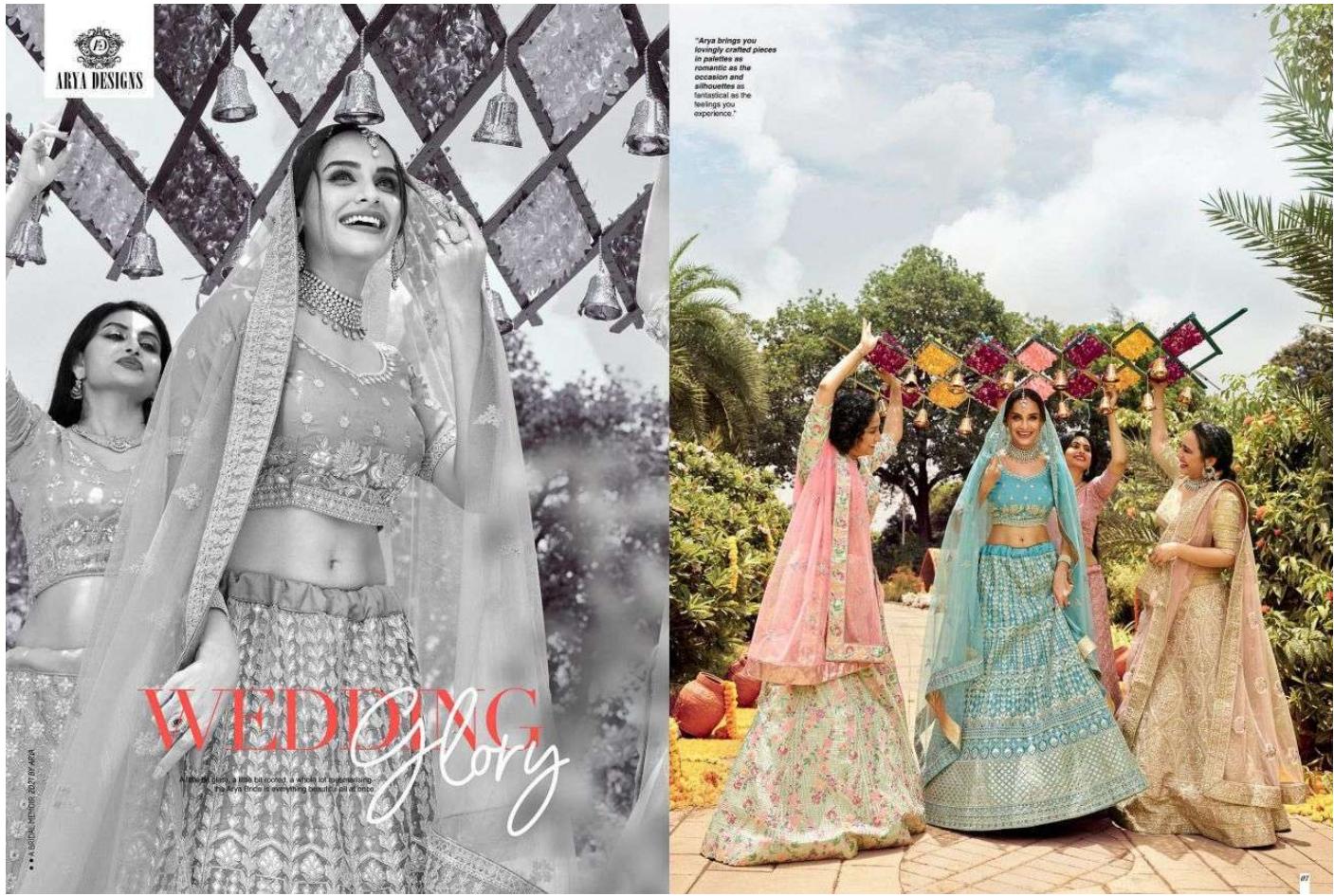
We use opulent embroideries to create pictureque landscape on clothes. And while they are intricately embroidered, the garments are surprisingly lightweight and easy to wear with fabrics we use.

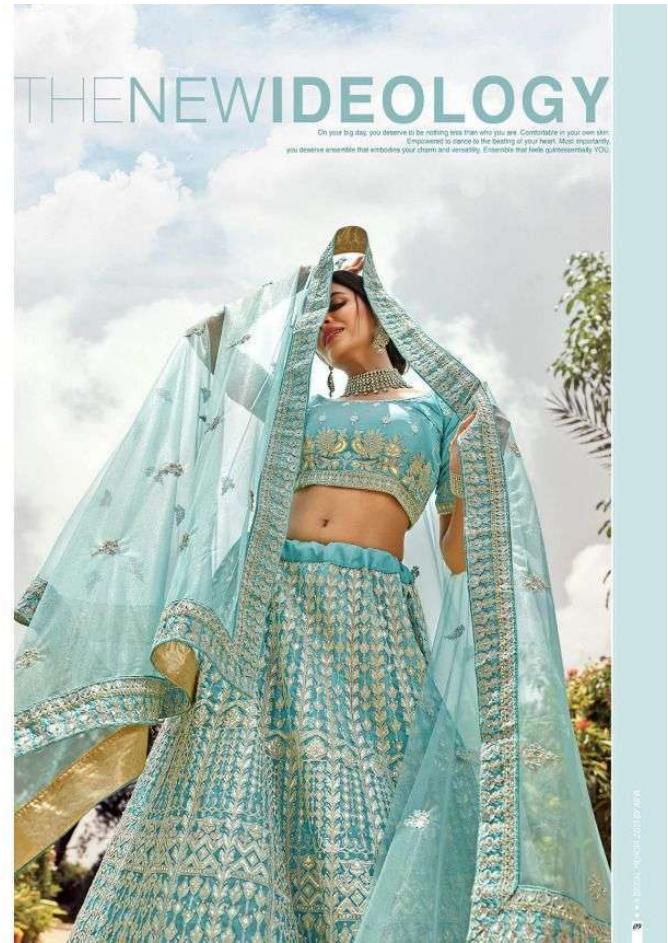
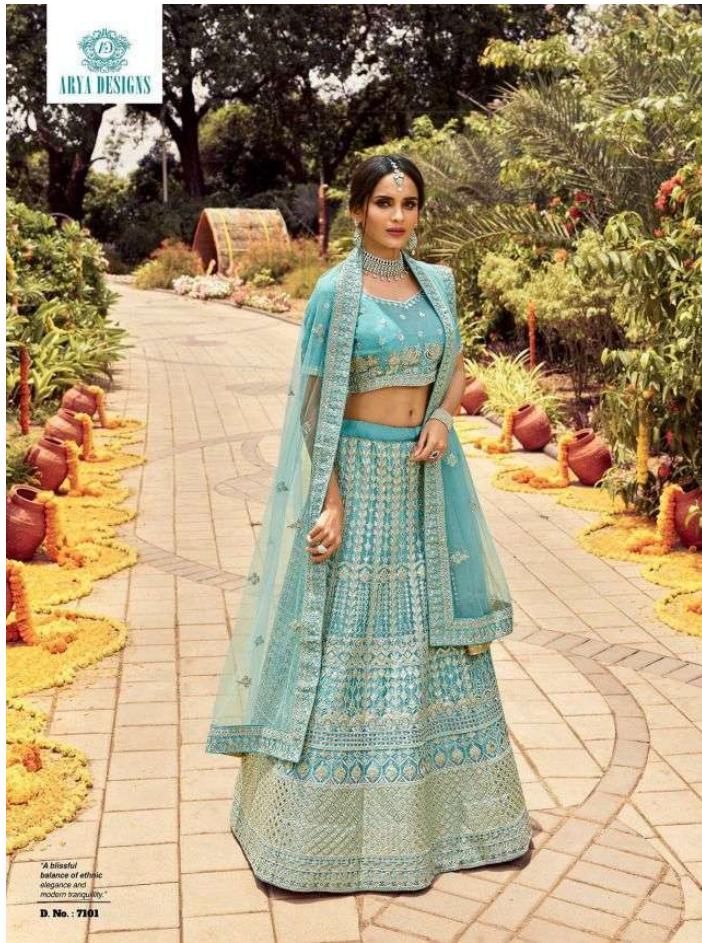
Colors: This season, we are concentrating light, pastel hues such as blush-pink, butter-yellow, ice blue, lilac and peach. We are firm believer that the bride should have fun at her wedding, and suggest that she selects pieces that she finds comfortable. The colours of the outfit should complement her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

Accessories: Jewellery is very important 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 E S T H E T I C S

MAGICAL

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.

• • • BIRBAL HERCULES 2019 BY ARYA

ARYA DESIGNS