

UNVEILING THE MASABA BRIDE LABEL WITH KAREENA KAPOOR KHAN



MUMBAI, INDIA – House of Masaba is pleased to announce the launch of their luxury bridal label ‘The Masaba Bride’ with the campaign ‘Patiala Portraits’, starring modern-day royalty Kareena Kapoor Khan. “Kareena is timeless and I wanted a timeless face for this campaign. She owns herself with utmost confidence in every stage of her life or career; and this association pays homage to the brides who embody strength, independence, and individuality”, says Masaba Gupta. The collection is a tribute to the timeless grandeur and elegance of the *Maharanis* of Patiala, *Begums* of Hyderabad, and the Princesses who placed India on the map of global influence.

‘Patiala Portraits’ draws inspiration from the rich tapestry, with a sense of royalty and an ode to India’s regal history; blending it seamlessly with contemporary designs. It is a luxurious story woven with *dori*, *sitara*, and *moti kaam*; bitter-sweet anticipation of a new beginning. It is for the modern woman who stays true to her roots but does not shy away from owning herself and finding her voice.

“When envisioning this collection, I couldn’t help but see it as a heartfelt love letter—a tribute to the incredible women who have led by example. Choosing Kareena as The Masaba Bride was a natural choice; she personifies the very essence of our bridal line: timeless, classic, and powerful. In an age of influence, Kareena stands for inspiration. In this campaign, she is not just the bride on her wedding day, but also the bride when she’s letting her hair loose at the after-after party or when she’s coy yet confident at her *haldi*

- *mehendi*.

I believe marriage is one of the most glorious days in every individual's life, and I want everyone, regardless of gender, to revel in their wedding festivities, feeling liberated, powerful, and completely authentic when they wear pieces from the 'Patiala Portraits' by House of Masaba.", says Masaba Gupta.

"I have always been an admirer of Masaba's vision, which is truly unmatched. Her patterns and designs always have a beautiful story to tell. So thrilled to be with her on the journey as she launches The Masaba Bride, a day that every woman wants to feel her most beautiful self" says Kareena Kapoor Khan.

In true Masaba fashion, the collection is laden with meaningful motifs that are delicately woven into the fabric. One of the most distinctive features of the collection is the *son chidiya* motif - a bird in flight, which is emblematic of growth and freedom. Another popular motif in the collection is the *neel kamal*, something that comes from dirt but emerges into a visual so beautiful. The *trikone*, *anar* borders, wallflower cheetah, *haath phool*, and the popular Masaba *dil chidiya* is also seen across the collection. Ranging from double *odhani* lehengas, Patiala salwar sets, to corset and tissue sarees, cape gowns, and skirts, 'Patiala Portraits' is nothing short of a fairy tale but styled in a very real world for a woman who embraces the traditions while fearlessly forging into the future.

Showcased against the vivid backdrop of aged walls in hues of green, pink and red, adorned with golden Masaba motifs in the palm and the iconic *son chidiya*, old wooden furniture and *khats*, the campaign whisks you away to the nostalgic feeling of a *shaadi ka ghar* during the early hours before a wedding. Elements symbolic to the names of the lines in the collections, like sweets, *kesar*, *nimbu mirchi*, *namak*; along with printed *mehendi cones*, real trees, *varmalas*, pots, add custom intricately designed Masaba *varmalas* that can be lasting mementos for years to come.

The campaign is shot against a custom soundtrack 'Raanjhan Aaya', by Masaba, Akshay & IP, in association with Sony Music Entertainment India. It brings alive the emotion of a *shaadi* while sprinkling the collection notes in the lyrics beautifully.

The collection will have pieces that will be made to order and few retail at select Masaba Bridal stores across India and also online.

About House of Masaba:

Masaba Gupta, the 'Queen of Prints', is a renowned, award-winning luxury designer of bridal, festive, resort wear, and jewelry. The hallmark of her label, House of Masaba, is her signature design language which is India proud with a Caribbean heart. Her designs are a celebration of color that exudes a playful and experimental aura; infused with unique textures and motifs, it captivates fashion enthusiasts worldwide. House of Masaba operates flagship stores across India and has an international presence online at www.houseofmasaba.com

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands in Louis Philippe, Van Heusen, Allen Solly and Peter England,

established over 25 years. Pantaloons is one of India's leading fashion retailer.

The Company's international Brands portfolio includes - The Collective, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok and Galeries Lafayette.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. The company has strategic partnerships with Designers 'Shantnu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.