

## Spark In Style Brings the Best of Indian Ethnic Fashion to American Shoppers



# SPARK IN STYLE

**Orland Park, Illinois Mar 11, 2024 ([IssueWire.com](https://www.issuewire.com))** - Spark In Style, a leading e-commerce brand for premium Indian designer wear, is proud to announce its launch in the United States. This expansion marks a significant milestone for the brand, bringing the rich heritage of Indian ethnic fashion to the doorsteps of American shoppers like never before.

Founded in 2021, Spark In Style has garnered a loyal following across Orland Park for its meticulously curated collection of the [best Indian ethnic wear online](#). The brand's ethos revolves around celebrating the vibrant diversity of Indian textiles, craftsmanship, and design aesthetics while infusing them with contemporary global sensibilities.

"We are thrilled to introduce Spark In Style and the captivating world of Indian ethnic fashion to our American customers," said Founder and Creative Director Susan Thomas. "Our goal is to make traditional Indian wear accessible, wearable, and desirable for modern tastes across cultures. Each piece in our collection is a labor of love, expertly crafted to empower women to embrace their cultural roots while expressing their unique personal style."

### **Best Indian Ethnic Wear Online for All Occasions**

Through its US online store at [www.sparkinstyle.com](http://www.sparkinstyle.com), Spark In Style offers a vast, covetable range of Indian ethnic ensembles perfect for every occasion and celebration, be it intimate or grand. From classical silk sarees to modern [salwar suit](#); from timeless anarkali dresses to glamorous gowns and lehengas - their design philosophy embraces authenticity and versatility.

For weddings and festive occasions, Spark In Style's wedding collections feature exquisite art silks adorned with intricate zardozi, kamdani and kashmiri embroidery in regal colors like wine, beige and haldi. Delicate Punjabi salwar suits and printed gowns add an understated allure perfect for intimate engagements and sangeets. Bold lehenga cholis, embellished jackets and vibrant dupattas make sangeet performances truly showstopping.

### **Indian Fusion & Everyday Ethnic Fashion**

For contemporary Indian American women who prefer elegant Indo-western fusion designs for everyday ethnic wear, Spark In Style offers the perfect blend of global influences and traditional charm. The brand's curated collections span printed [kurti style](#), palazzo suits, floor-grazing suit dresses and glamorous anarkali ensembles in soft, fluid fabrics like georgette and crepe.

"Our designs are meant to empower the modern Indian woman to embrace her heritage while feeling relevant and relatable on the global stage," explained Head Designer. "Rich Indian crafts are reimagined into updated silhouettes with contemporary design detailing. The result is a fresh, versatile piece that can effortlessly transition from office to upscale parties."

### **Signature Details for the Discerning American Buyer**

What truly sets Spark In Style's collections apart is the brand's design philosophy centered on 'subtle luxury.' Every ethnic wear piece features rich signature detailing from antique metallic embellishments, heirloom textiles, and intricate hand embroideries that elevate it into a luxe, wearable heirloom.

Whether it's the delicate mukaish embroidery on a Lucknawi kurti or the silk weaving dupatta on a rich crop top lehenga, Spark In Style leaves no detail behind. For the discerning American buyer who prizes quality over fleeting trends, each piece is designed to become a cherished collectible. The brand's commitment to 'subtle luxury' extends to its packaging as well, which features intricate hand-block printed jacquards and artisanal jewelry boxes.

"We want the Spark In Style experience to begin the moment our customer unboxes her ensemble," said Creative Head. "From the luxurious packaging to the exquisite quality, tailoring and finish - it should

make her feel special and transported into the enchanting world of Indian culture and design heritage."

## Indian Fashion for All Ages and Styles

With sizes spanning from XS to XXL in varied cuts, drapes and designs, Spark In Style aims to celebrate Indian fashion for every age, body type and personal style preference. Traditional kurta sets in relaxed, flowy silhouettes exude senior sophistication, while vibrant printed kurtis and cropped jackets appeal to the younger crowd. Mothers and daughters can find complementary yet individualistic [Anarkali dress look](#) in their exquisite collections.

To cater to different budget segments among American shoppers, the brand offers an array of lines from premium occasion and bridal wear to chic everyday ethnic casual and office wear. Easy returns, custom tailoring options and international shipping aim to provide a seamless end-to-end shopping experience.

"We believe Indian ethnic fashion deserves pride of place in the American wardrobe just as much as it does globally," stated Susan Thomas. "With Spark In Style's arrival, American women now have access to the finest quality designer Indian wear that stays true to centuries of heritage and craftsmanship while keeping pace with modern styles and desires."



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