

Ekvaar Introduces The House of Originals in 6 Colors – A Made in India Fashion Revolution

Crafted with premium quality and minimalist elegance, Ekvaar's collections celebrate Indian craftsmanship while redefining everyday fashion with Solids, Layers, Street, and Luxe categories.

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Bengaluru, Karnataka Jan 9, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Ekvaar, a proudly **Made in India** fashion house, is redefining everyday essentials with its exclusive House of Originals in 6 Colors. Rooted in premium craftsmanship and timeless aesthetics, Ekvaar blends contemporary style with India's rich

textile heritage to create fashion that is both sophisticated and effortless.

Rooted in **India's rich textile heritage**, Ekvaar merges traditional craftsmanship with contemporary silhouettes, offering an **uncompromising standard of quality and design**. Whether it's **minimalist essentials, bold statement pieces, or high-fashion exclusives**, Ekvaar ensures that every garment embodies **precision, comfort, and effortless sophistication**.

The Signature Six Colors of Ekvaar

At the heart of Ekvaar's identity is its distinctive six-color palette, carefully curated to reflect both vibrancy and versatility. Each shade carries its own narrative, ensuring **a timeless appeal that resonates across styles and generations**:

- **Noor Black** (नूर) – Deep, bold, and timeless
- **Rui White** (रुई) – Pure, soft, and breathable
- **Agni Red** (ताम्र) – Rich, fiery, and powerful
- **Neel Blue** (नील) – Vibrant, bold, and inspired by the deep ocean
- **Arav Green** (अराव) – Earthy, serene, and nature-inspired
- **Gulabi Pink** (गुलाबी) – Elegant, charming, and effortlessly stylish

By focusing on a **well-defined, refined color palette**, Ekvaar eliminates the noise of fast fashion and offers a **curated, meaningful wardrobe that never goes out of style**.

A Wardrobe for Every Style

Ekvaar's **House of Originals** is designed around four core categories:

- **Solids**: The foundation of every wardrobe—clean, minimal, and versatile essentials crafted for effortless style.
- **Layers**: Elevate everyday dressing with timeless layering pieces that bring structure and sophistication.
- **Street**: A bold, contemporary take on self-expression, offering distinctive designs for those who dare to stand out.
- **Luxe**: The pinnacle of high fashion, bringing together **premium craftsmanship, refined detailing, and exclusive aesthetics** for those who appreciate the finer things.

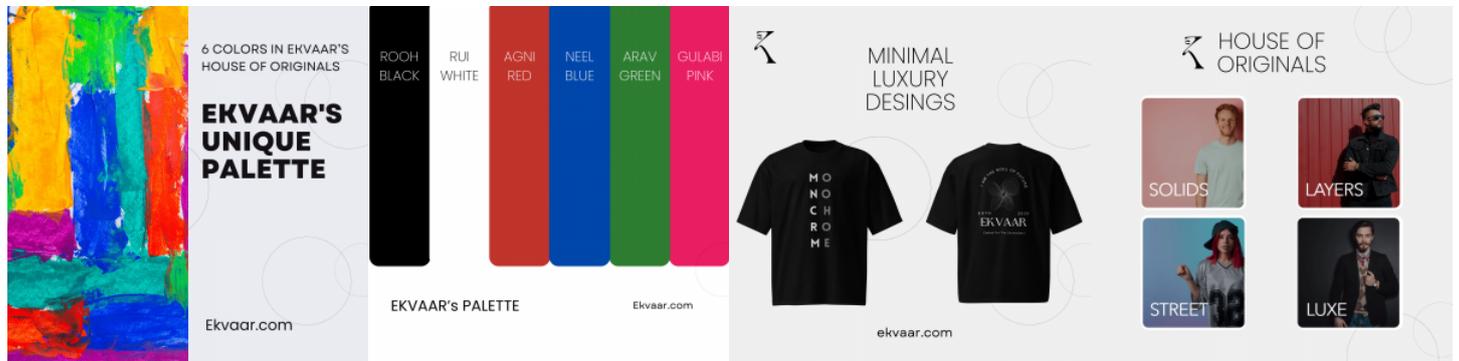
Whether dressing for the everyday or making a **statement with elevated streetwear**, Ekvaar's collections cater to individuals who value **originality, confidence, and understated luxury**.

Proudly Made in India, Crafted for the World

As a **100% Made in India brand**, Ekvaar takes pride in its deep commitment to **quality, sustainability, and ethical production**. Every piece is meticulously designed and crafted to meet global standards, ensuring that **Indian craftsmanship takes center stage in contemporary fashion**.

Unlike mass-produced fast fashion, Ekvaar focuses on **precision tailoring, high-grade materials, and timeless designs that transcend trends**. By celebrating **India's skilled artisans and innovative designers**, Ekvaar stands as a **symbol of the country's growing influence in global fashion**.

Ekvaar is more than a brand—it's a movement that champions **originality, sustainability, and premium craftsmanship**. With a vision to **redefine everyday fashion with pieces that last, inspire, and make a statement**, Ekvaar continues to set new standards in the industry.



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