

Hayat's Lucknowi Expands Its Reach with Authentic Chikankari Dresses for Modern Fashion Enthusiasts

The Kota-based brand brings authentic Lucknowi Chikankari embroidery to modern wardrobes with handcrafted suits, kurtas, and festive collections available online across India.



Kota, Rajasthan Feb 1, 2026 (Issuewire.com) - Hayat's Lucknowi, a premium online fashion brand, is redefining ethnic wear by blending traditional Lucknowi Chikankari embroidery with modern designs. With its growing online presence and over 19,000 Instagram followers, the brand is quickly becoming a trusted name in authentic hand-embroidered fashion across India.

Preserving Heritage, Redefining Style

Hayat's Lucknowi was founded with a vision to bring timeless craftsmanship from the streets of Lucknow to the digital marketplace. Each outfit showcases the intricate art of Chikankari embroidery, a centuries-old hand embroidery technique, while catering to the evolving tastes of today's fashion-conscious customers.

“Hayat’s Lucknowi is not just a clothing brand—it’s a bridge between India’s cultural heritage and contemporary fashion,” said Iram Hayat. “Our mission is to make authentic Chikankari accessible to everyone who values elegance, tradition, and quality.”

Latest Updates

- The brand has launched its *Festive '25 Collection*, offering handcrafted Chikankari suits and kurtas in elegant pastel shades.
- To celebrate its customer base, Hayat’s Lucknowi is introducing exclusive discount cards in all orders as a token of appreciation.
- Select collaborations with fashion influencers are underway to highlight the versatility of Chikankari styling for modern wardrobes.

About Hayat’s Lucknowi

[Hayat’s Lucknowi](#) is an e-commerce clothing brand specializing in **authentic Lucknowi Chikankari dresses**. Based in Kota, Rajasthan, the brand delivers pan-India through its online store www.hayatslucknowi.com. With its dedication to quality craftsmanship and customer satisfaction, the brand has quickly established itself as a leading name in traditional Indian ethnic fashion online.



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