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POPP DAPP

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Chaiti Narula
NEW GOSPEL OF CULTURAL LUXURY

GARGI RAWAT
The Quite Flame

Lisa Maffia
VISION UNBOUND

GENTLE CRAFT OF BEING REAL
Navya Naidu

THE ART OF THE RETURN
Rajat Bedi

The feminist eco-visionary
SHREYA GHODAWAT

Aria Mody
A SONG WRITES YOU BACK

Roshni
LIVING, DRESSING, & BECOMING

Luxury beyond possession
KHUSHNAZ ASHDIN TURNER

Spread
IN THE MOOD FOR BOMBAY

A woman of green fire & earthlight
DIA MIRZA

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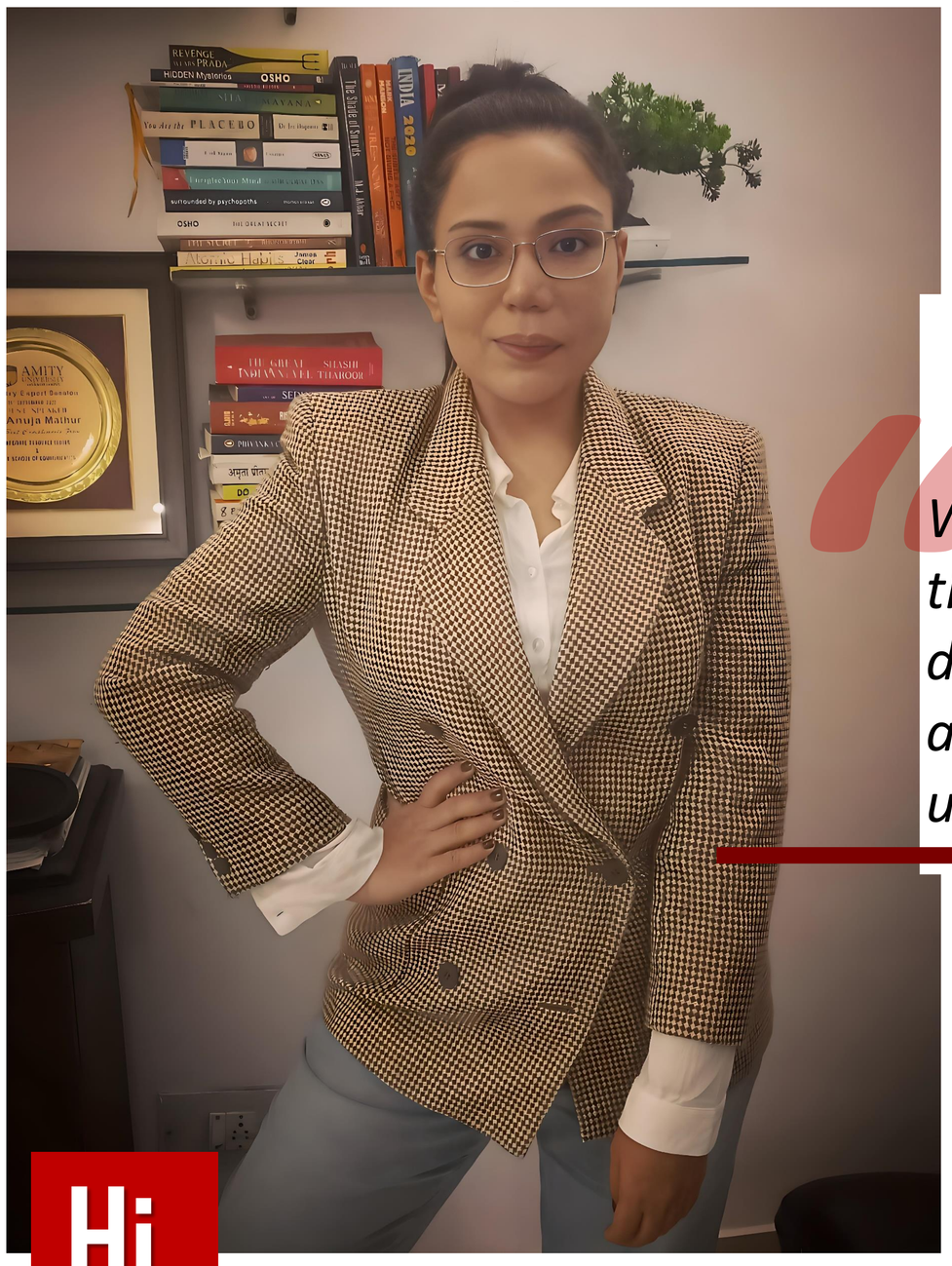
POPP DAPP | EDITOR'S NOTE



"We are living in an age that demands discernment, softness, and a certain unshakeable inner fire!

Hi,

There are issues you assemble—and then there are issues that gather you. This November edition felt like the latter: a quiet pull toward truth, toward intentionality, toward the kind of beauty that doesn't shout but stays. As I moved through each story, I found myself returning to a single thought: we are living in an age that demands discernment, softness, and a certain unshakeable inner fire.

No one embodies this more than our cover star, **Dia Mirza**—a woman of green fire and earthlight. There is a stillness to her that feels almost medicinal. Interviewing her was like stepping into a room where the world suddenly remembers how to breathe. Dia doesn't insist on her presence; she allows it. Her luminosity feels lived-in, textured by purpose, mothering, advocacy, and the courage to evolve in public without ever losing her center. She is, in many ways, the spiritual architecture of this issue.

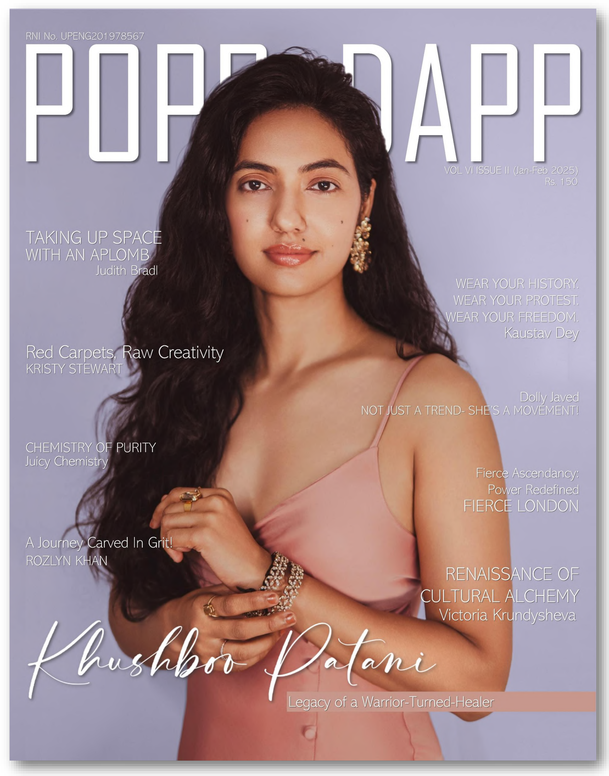
Around her, we gather a constellation of storytellers who are shaping contemporary culture with intention. From **Eshaa Amiin Pradhan's** emotionally intelligent styling to **Aria Mody's** bicultural sonic universe, from **Dr. Naznin Holia's** science-meets-soul approach to aging to the sun-drenched masculine poetics of our **Bombay spread**—this issue is an atlas of depth.

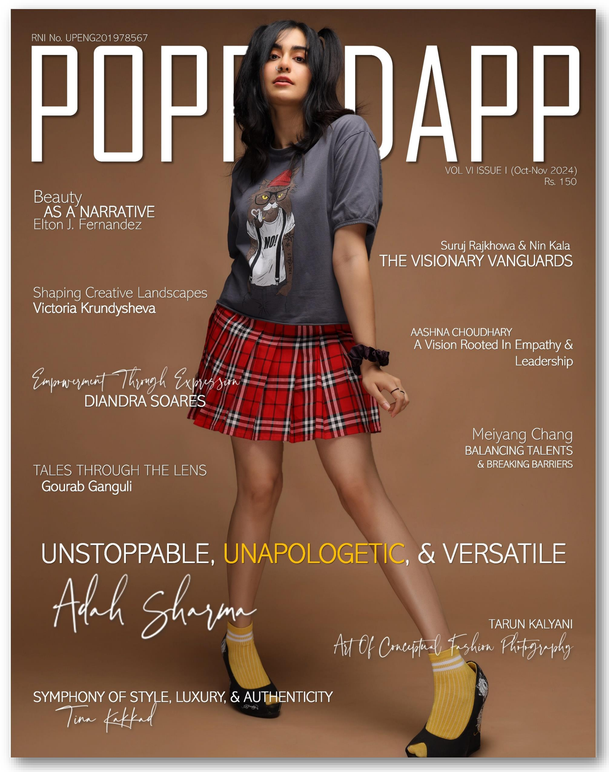
We find fire in **Gargi Rawat's** ecological truth-telling, poetic minimalism in **Khushnaz Turner,** Himalayan serenity in **Lakshmi,** and fearless reinvention in **Lisa Maffia.** We honor sincerity through **Navya Naidu,** nourishment through **Neha Ranglani,** quiet **power in our "stillness"** spread, and cinematic rebirth in **Rajat Bedi.** And we close with visionaries like **Roshni, Shreya Ghodawat,** and the formidable duo behind **TLM**—each reminding us that luxury, wellness, and identity are evolving languages.

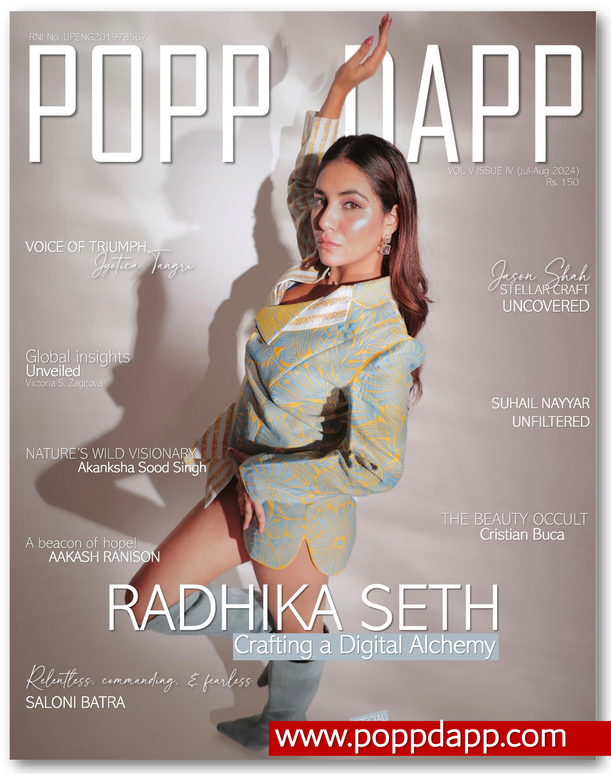
This issue is personal. Reflective. A little rebellious. And above all, deeply human.

Thanks!

ANUJA MATHUR
Editor-In-Chief, POPP DAPP
www.poppdapp.com







THE Storyteller OF Style

“Globally, fashion can be intellectual, but in India, it’s deeply personal—it’s tied to occasion, culture, memory.”
- ESHAA AMIIN PRADHAN

In a world that too often measures style by virality and validation, **Eshaa Amiin Pradhan** stands as a quiet revolution—an artist who weaves emotion into fabric, storytelling into silhouette, and conscience into couture. Her styling has not merely dressed the icons of Indian cinema—it has defined them. From Sridevi's timeless mystique to Karisma Kapoor's sleek modernity, Eshaa's aesthetic is an archive of India's evolving relationship with beauty and self-expression.

When she speaks, her words move like the flow of silk—measured, intuitive, reflective. "Fashion has always been storytelling," she tells Popp Dapp, her gaze thoughtful yet luminous. "Clothes are not just about appearance; they're about emotional identity." For Eshaa, a look is not complete until it reveals something unspoken. Whether it's the glimmer of nostalgia in a fabric or the defiance in a daring cut, each ensemble narrates a private truth. "Transformation happens," she adds, "but it's rooted in narrative—who this person is, what they're feeling, and what they want to say without words."

THE STORYTELLER OF STYLE

In the late 2000s, when Bollywood was still negotiating its relationship with global fashion, Eshaa Amiin entered the scene with an audacious mix of editorial precision and cinematic sensitivity. Her work on film campaigns and celebrity wardrobes didn't just follow trends—it created language. To watch her career unfold is to witness Indian fashion evolve from ornament to emotion, from spectacle to story.

But Eshaa's artistry isn't confined to couture. It lies equally in her ability to understand people. Behind every red-carpet moment is a therapist, a listener, a poet. Her styling carries empathy—the invisible fabric that makes glamour human. "When I dress someone," she says, "I'm not just picking clothes. I'm telling their story through texture, color, and silhouette."

THE DUAL LENS: BEHIND AND BEYOND THE CAMERA

Few stylists understand both sides of the lens like Eshaa does. Her experience spans from creative direction for campaigns to fronting panels as a thought leader and mentor—bridging artistry and advocacy with rare grace. "When you're behind the camera, you learn to shape aesthetics; when you're in front of it, you realize how those aesthetics impact people," she says.

This duality, she believes, is where authenticity is born. "Influence without authenticity is empty," she muses. In an age where the word influencer is too often diluted by the gloss of performative perfection, Eshaa redefines it with integrity. "True influence isn't about perfection—it's about relatability. It's about showing the process, not just the product."

It's a philosophy that has shaped her presence in the digital era. Unlike stylists who chase visibility, Eshaa allows her work to speak with quiet conviction. "Visibility should be a byproduct of your work, not the goal," she insists. "I enjoy sharing glimpses of the process—but I never want to lose sight of why I started: to make people feel beautiful, not to be seen myself."

INTUITION MEETS DISCIPLINE

Ask any designer or actor who's worked with her, and they'll tell you—Eshaa's process is a dance between instinct and structure. "Fashion is intuition first and discipline always," she explains. "My creative instincts guide me—sometimes it's an emotion, sometimes a color, sometimes a sound that inspires me. But translating that into a look takes precision—understanding cuts, lighting, movement, and timing."

It's this dual rhythm—of spontaneity and control—that defines her creative direction. Whether curating an editorial spread or conceptualizing a cinematic costume, Eshaa's attention to detail borders on spiritual. "There's always this quiet moment where I look at the mirror or monitor and know: we don't need anything more. That's when balance meets personality—when the look doesn't wear the person, but the person owns the look."

FROM BOLLYWOOD TO THE GLOBAL RUNWAY

Over the years, Eshaa's styling universe has expanded far beyond Bollywood. She has collaborated with global luxury houses such as Louis Vuitton and curated trunk shows across continents, seamlessly blending the poetry of Indian craftsmanship with international polish. Yet, what strikes her most about cross-cultural fashion is not difference—it's emotion.

"What inspires me most is how emotional Indian consumers are about fashion," she says. "Globally, fashion can be intellectual, but in India, it's deeply personal—it's tied to occasion, culture, memory." It's this intimacy, she believes, that makes Indian fashion a global force. "When international brands engage with that emotion instead of just the market, magic happens. The world is beginning to appreciate that our craftsmanship, our storytelling, our love for detail—these aren't trends. They're timeless."

Eshaa's cultural diplomacy through fashion is subtle yet seismic. In a time when the West increasingly looks East for inspiration, she represents the bridge—where couture meets conscience, where tradition becomes avant-garde. >>

THE STYLE ELEVATOR AND THE RISE OF INDIVIDUAL EXPRESSION

Through her label and consultancy, The Style Elevator, Eshaa has built more than a brand—it's a movement toward authenticity in an age of algorithms. "Indian fashion is finally breathing," she smiles. "For so long, we dressed to belong; now we dress to express."

Her platform champions personal style as an act of self-liberation. "I see clients who mix heritage with streetwear, couture with sneakers—and that excites me. The Style Elevator was born out of this evolution. It's about helping people find their voice through fashion."

Indeed, what sets her apart is her refusal to box style into categories of gender, age, or occasion. Her approach democratizes luxury—not by lowering its value, but by redefining it. "Indian fashion today isn't about categories—it's about confidence," she says, her tone equal parts mentor and muse.

WHEN GLAMOUR GROWS A CONSCIENCE

Eshaa's artistry has never existed in isolation from her ethics. Her association with PETA's vegan campaign and her advocacy for sustainable materials underscore a vision of fashion that is as mindful as it is magnificent. "Ethical glamour is the future," she declares with conviction.

"For me, it's about responsibility without compromise—using cruelty-free materials, supporting conscious craftsmanship, and creating pieces that last beyond a season. Glamour doesn't have to cost the planet." Her words resonate deeply in a world reckoning with climate anxiety and fast fashion fatigue.

She envisions a decade where sustainability is not a buzzword but a baseline—a world where the sparkle of a gown carries the lightness of a clear conscience. "Luxury is being redefined," she explains. "It's not about excess anymore. It's about emotion, integrity, and longevity. That's the kind of fashion I want to be part of."

A NEW ARCHETYPE OF THE INDIAN STYLIST

In the global conversation about fashion's new frontier, Eshaa Amiin Pradhan represents a distinctly modern archetype: the empathetic visionary. She embodies a generation of Indian creatives who are not just shaping aesthetics but rewriting narratives—where sustainability meets sensuality, where heritage embraces innovation.

In her world, style is not an illusion—it's introspection. A red-carpet gown becomes a form of storytelling; a campaign becomes a cultural dialogue. Whether dressing Bollywood royalty or mentoring emerging designers, she approaches each project with the same guiding belief—that fashion is, at its core, a human experience.

"Every look is a conversation," she says softly, "between the person and the world around them."

And perhaps that's why her work feels so timeless. In an industry obsessed with the next, Eshaa remains devoted to the now—to the emotional truth of beauty, the imperfect poetry of self-expression, the quiet dignity of craftsmanship. ■

A Song Writes You Back

ARIA MODY rises not as a symbol of East-meets-West cliché, but as a fully formed universe of her own making—one where hot pink becomes a sonic philosophy and the hum of a train becomes a lyric waiting to be lived.

There is a rare moment in pop culture when a young artist stands at the fault line of identity and invention—when she doesn't simply perform music but remakes the language of belonging.

Aria Mody, with her incandescent voice, cinematic sensibility, and bicultural heartbeat, is one such phenomenon. She rises not as a symbol of East-meets-West cliché, but as a fully formed universe of her own making—one where hot pink becomes a sonic philosophy and the hum of a train becomes a lyric waiting to be lived.

At just the beginning of what promises to be a luminous era, Aria embodies the evolution of a generation raised between continents yet rooted, fiercely, in emotion. Her breakthrough single "Made in India" doesn't announce itself with swagger—it glows.

It pulses with a tenderness born from dual belonging, a celebration of the in-between that millions recognize but few articulate with such melodic clarity. What follows is not merely an interview. It is a portrait of an artist discovering her center while refusing to choose between her edges.

THE DUALITY THAT BECOMES A DESTINY

When Aria speaks of her Indian-American identity, she doesn't distill it into easy binaries. Instead, she describes it as an unfolding romance between rhythm and memory. "For a long time, I felt split," she admits. "But with Made in India, I realized I didn't have to choose—I could celebrate both."

This revelation didn't just shape a song; it redefined her creative trajectory. In her world, tabla patterns fraternize effortlessly with Western pop hooks. Lullabies whispered in Hindi find new life in R&B cadences. It is not fusion—it is inheritance, modernized and unapologetic. Her next era, she suggests, will further dissolve the borders between her two homes. The evolution is not linear but blooming—a garden of hybrid sounds waiting to unfurl.

THE VOCAL ALCHEMY OF A MODERN PRODIGY

Few emerging artists can claim a vocal pedigree shaped by Seth Riggs and Eric Vetro—mentors to royalty in music. Aria speaks of them with reverence, not intimidation. "Once technique becomes instinct," she says, "I can stop thinking and just feel."

This emotional intelligence is her true power. She understands that the most unforgettable voices in history don't merely hit notes—they reveal secrets. Her tone, which she describes as soulful, textured, and luminous, glistens with heat and vulnerability. And if sound could shimmer in color? Her answer is instant: "Hot pink—bold, young, unforgettable." It's not an aesthetic—it's a declaration.

THE GIRL WHO SEES MUSIC IN MEMORIES

Watch any Aria Mody music video and you'll notice something: she doesn't perform at the camera—she remembers into it. "I'm drawn to visuals that feel like memories," she shares. "Soft, layered, emotional." Her artistic eye gravitates toward subtlety, not spectacle. She is intrigued by the quiet power of belonging, the poignancy of transformation, the in-between glances that become emotional anchors. The next chapter of her visual universe will lean even deeper into this lyricism—cinema that breathes like a diary.

WHEN A SONG WRITES YOU BACK

Some of Aria's most defining artistic discoveries happen not in the studio but in the solitude of writing—when she meets herself by surprise. She recalls a tender moment while writing "TMO." "It started as a simple love song," she says, "and suddenly slipped into Punjabi. It wasn't planned—it just came out." It is in these spontaneous fractures that Aria's authenticity glows brightest. She allows emotion to take the wheel, trusting that the truest moments are the ones she did not design.

CURIOSITY AS A LIFESTYLE, NOT A TRAIT

Aria's creativity is not a switch she flips—it is a constant hum beneath her existence. "The hum of a train, the buzz of an airport, the way light hits a café table—any of these can spark a song." She lives life as a collector of textures: the scent of strangers passing in a terminal, the whisper of a memory during a long flight, the warmth of chai against a glass window in winter. Every detail is a lyric waiting for its melody. Every passing moment is potential. It is no wonder her songs feel lived-in, not manufactured.

THE KIND OF SUCCESS YOU CAN HOLD IN YOUR HANDS

Aria speaks about success with a softness unusual in an industry obsessed with metrics. "Don't measure success by charts," she would tell her 16-year-old self. "Measure it by honesty." This ethos—quiet, almost meditative—underpins her entire artistic philosophy. She is not chasing virality; she is cultivating legacy. Her dream isn't fireworks—it's a fireplace at midnight, a pen, a melody, and a truth she is finally ready to tell. >>

THE SOUNDTRACK OF A LIFE LIVED IN THREE CITIES

Every city Aria has lived in becomes a sonic postcard in her internal landscape. New Jersey: Acoustic guitar. Midnight journaling. The gentle ache of adolescence. India: Drums, color, crowds, community. A heartbeat expanding. Los Angeles: Synths, ambition, neon-drenched dreams. Together, these places form an emotional triad—the architecture of her music. When she sings, all three cities sing through her.

A DINNER PARTY OF ICONS AND AFTERGLOW

If Aria could curate a sonic dinner party, she would invite Amy Winehouse, A.R. Rahman, and Frank Sinatra. It’s an impossible trio, yet deeply telling. Her dream setlist? A seamless journey through jazz, soul, and Indian orchestral splendor—a night that holds heartbreak and celebration in equal measure. It is, in essence, the Aria Mody experience: contradictory yet harmonious, bold yet intimate, global yet deeply personal.

THE LEGACY SHE IS ALREADY LIVING

In a cultural moment that rewards noise, Aria Mody is choosing endurance. “Trends fade, but truth endures,” she says quietly. She wants to make music that whispers into someone’s life at 2 a.m.—the kind that doesn’t demand attention but deserves it. She is bold, she is young, and she is building a legacy from the inside out. And perhaps that is Aria’s most radical act:
She doesn’t shout to be heard.
She sings to be remembered.

As 2025 unfolds, Aria Mody stands poised at the threshold of a spectacular career—not as a fleeting figure of digital ephemera, but as a voice that will echo through time, tethered to two cultures, anchored in emotion, and illuminated in hot pink.■

Turning Back Time

THE SCIENCE & ART OF SKIN LONGEVITY

By Dr. Naznin Holia, Cosmetic Aesthetician and Founder of Amber Cosmetology

Aging — it's inevitable, but how we experience it is within our hands. For dermatologists, cosmetic aestheticians, and skincare enthusiasts, the question isn't just about reducing wrinkles or fine lines. It's about supporting skin's vitality, cellular resilience, and overall youthfulness from the inside out. Today, science, lifestyle, and aesthetic medicine are converging to offer possibilities that go beyond temporary fixes — opening the door to truly reversing some effects of aging.

THE BIOLOGY BEHIND YOUTHFUL SKIN

Skin isn't just a protective barrier; it's a mirror of overall health. With age, the production of collagen and elastin — the proteins that give skin its firmness and elasticity — slows down. Meanwhile, cumulative oxidative stress, inflammation, and cellular senescence contribute to sagging, wrinkles, uneven tone, and dullness. At the cellular level, telomeres (chromosome end caps) shorten with each division, while mitochondria lose efficiency, producing less energy and more free radicals. The result? Cells can no longer regenerate effectively, and the visible signs of aging begin to appear. The exciting news: aging is not a one-way street. Emerging research in senolytic therapies — treatments that selectively remove damaged or "zombie" cells — shows potential to rejuvenate tissues. Similarly, cellular reprogramming techniques have demonstrated that it's possible to "reset" the biological age of cells, potentially improving skin function at its foundation.

LIFESTYLE: THE FOUNDATION OF ANTI-AGING

Before we reach for lasers or serums, lifestyle choices remain the most powerful tools to support youthful skin. Nutrition: A diet rich in antioxidants, polyphenols, omega-3 fatty acids, and essential vitamins supports collagen synthesis, combats oxidative stress, and maintains skin hydration. Foods like berries, fatty fish, nuts, and green leafy vegetables aren't just good for overall health — they're essential for a radiant, resilient complexion. Intermittent fasting and caloric moderation have also been linked to improved cellular repair and longevity. Exercise: Movement improves circulation, delivering oxygen and nutrients to the skin while stimulating lymphatic drainage. Resistance training maintains muscle tone, supporting facial structure, while aerobic activity enhances metabolism and cardiovascular function — both crucial for youthful skin. Sleep and Stress Management: Sleep is the body's repair mode. Growth hormone released during deep sleep supports tissue regeneration, while stress triggers cortisol, which breaks down collagen and weakens skin barrier function. Mindfulness practices, meditation, and yoga can help mitigate these effects, preserving both skin health and overall well-being.

AESTHETIC INTERVENTIONS

Beyond lifestyle, aesthetic medicine offers targeted therapies that act on the biology of aging: Topicals & Injectables: Retinoids, peptides, growth factors, and antioxidants stimulate collagen production and cellular turnover. Botulinum toxin and dermal fillers, while cosmetic, also prevent structural breakdown and maintain youthful contours. Energy-Based Therapies: Fractional lasers, RF microneedling, and ultrasound stimulate dermal remodeling and neocollagenesis, tightening lax skin and improving texture. These procedures address photoaging damage and help reset skin quality at a structural level. Regenerative Medicine: PRP (platelet-rich plasma), stem cell-derived factors, and exosomes support cellular rejuvenation, restore fibroblast function, and improve skin vitality from within. Epigenetic & Gene-Based Research: Though experimental, modulating gene expression patterns to reverse cellular aging represents a future where skin and body longevity may be fundamentally enhanced.

PREVENTIVE SKINCARE AND LONGEVITY STRATEGIES

For practitioners, prevention is key. Early interventions, regular assessments, sun protection, and patient education can significantly slow aging before it becomes visible. Combined with advanced aesthetic therapies, these strategies allow patients to age gracefully, healthily, and beautifully.

Practical advice includes:

- Prioritize a balanced, nutrient-rich diet with antioxidants and essential fatty acids.
- Engage in daily exercise combining strength, cardio, and flexibility.
- Maintain consistent sleep patterns and manage stress.
- Use preventive topical treatments — sunscreen, antioxidants, and retinoids are foundational.
- Educate patients on long-term skin health, not just temporary fixes.

THE FUTURE OF SKIN LONGEVITY

The next era of anti-aging will be holistic and integrative, blending lifestyle, aesthetics, and biotechnology. From nutraceuticals and personalized skincare to regenerative treatments and epigenetic interventions, practitioners will be able to craft individualized strategies that target aging at multiple levels — cellular, structural, and systemic. Ultimately, reversing aging isn't about immortality. It's about maintaining vitality, resilience, and radiance throughout life. With the right combination of lifestyle, science-backed therapies, and aesthetic care, it's possible to not only look younger but also feel younger, inside and out. Dr. Naznin Holia is a cosmetic dermatologist and anti-aging specialist with expertise in regenerative aesthetics, lifestyle medicine, and skin longevity.

IN THE MOOD FOR *Bombay*

STORY CREATIVE DIRECTION & PHOTOGRAPHY **ABHISHEK GAIKWAD** | STYLING **SCAPE & STYLE ANUSHKA LEMBHE & ANANYA JAIN** | MODELS **SHARAN UDAY SHETTY, SAURABH SINGH, & TAAGOR DHAKAN** | MODELLING AGENCY **PURPLE THOUGHTS** | HMU **SAGAR** | PRODUCTION **DISHA**

In this sun-drenched ode to Bombay Boys, tailored masculinity drifts through sepia air and salt-kissed light. Sand-toned suits ripple with understated swagger, moving from Art Deco stairwells to waterfront stillness with cinematic ease. Each frame captures a cool, cultured nonchalance—wide-leg trousers in motion, sunglasses casting quiet authority, silhouettes carved against modernist facades. It's a study in refined rebellion: urban elegance meeting coastal ease, where contemporary Bombay style finds its most effortless, golden-hour expression.

STORY CREATIVE DIRECTION & PHOTOGRAPHY
ABHISHEK GAIKWAD | STYLING **SCAPE & STYLE**
ANUSHKA LEMBHE & ANANYA JAIN | MODELS
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THE Quite Flame

"Cities have their own stories, but in the wilderness, you feel your insignificance. It changes your voice."
- GARGI RAWAT

There are storytellers, and then there are those rare, incandescent voices who refuse to treat the world as scenery. **Gargi Rawat**—longtime NDTV journalist, environmental correspondent, and one of India's most trusted narrators of the natural world—belongs firmly to the latter. For over two decades she has walked the precarious edge between news and nature, urgency and silence, human desperation and ecological fragility.

In person, she exudes a gentleness that feels almost radical in an era where broadcast spaces reward severity. Her voice carries the calm of riverine dusk, but her words—measured, unhurried—crackle with the quiet voltage of someone who has witnessed storms both literal and moral. To interview her is to sit at the border of humanity's oldest relationship: the one we share with the wild.

WHEN THE WILD KNOCKS AT YOUR DOOR

Rawat recalls one story that continues to haunt her from the filming of Tiger Season—an encounter not with a tiger, but with a woman whose house had been demolished by elephants in Assam's Tezpur. "She had a baby on her hip," Rawat says, "and while speaking of her loss, she said, 'It's not their fault… where will they go? They have a right to live.'" It is almost unfashionable, in today's age of transactional empathy, for those most affected by ecological displacement to defend the very beings that uproot them. Yet here was a woman with no home left, offering compassion to the giants who had taken it. "That empathy," Rawat tells me, "is the backbone of conservation. Without the support of local communities, nothing lasts." Her voice shifts slightly—still soft, but edged with conviction. "We must never treat people living with wildlife as background characters. Conservation collapses when locals feel unheard."

THE TELEVISION PARADOX

Rawat has worked in a media environment that often demands immediacy even when truth needs slow breathing. "I was lucky," she admits, "because under Prannoy Roy, sensationalising the news was anathema." Most journalists must reconcile the speed of television with the slow pulse of ecosystems. Rawat, however, was given the space—and the trust—to create long-format environmental storytelling. "NDTV 24x7 was one of the rare channels that gave room to environmental issues," she says, almost wistfully. Her recollections are peppered with the kind of dangers that barely register in city newsrooms: a Greenland storm that forced her crew to abandon the perfect sunset shot; a moment in Gir where an attempt to get footage nearly turned into a reckless chase after a lion. She doesn't romanticise these missteps. "It was the wrong—and dangerous—thing to do," she admits without hesitation. Ethics, for her, are not PR veneers. They are scaffolding.

HOME AS HABITAT, HABITAT AS RESPONSIBILITY

When asked what "home" means, Rawat pauses with the instinctive thoughtfulness of someone who spends her life navigating terrain both geographical and emotional. Though she's equally at ease reporting from icy shelves as from urban studios, she admits that the field sharpens her sense of identity. "Cities have their own stories, but in the wilderness, you feel your insignificance. It changes your voice." Perhaps this duality explains the blend of tenderness and steel in her reporting—the awareness that home is not a fixed place but a shared moral landscape, its boundaries constantly negotiated between humans and the wild.

STORYTELLING IN A CLIMATE EMERGENCY

In an era where the planet itself is a headline, Rawat believes storytelling is no longer a luxury—it is a lifeline. "We need to humanise the story," she says. "Show how rising temperatures, storms, droughts affect a child, a woman, a farmer." Her journalism resists the false binary that climate reporting must be either purely scientific or purely emotional. For Rawat, the strongest narratives use both languages. "Compelling visuals help, and yes—sometimes a touch of fear is necessary. People need to know what's truly at stake." Yet she refuses to slip into nihilism. "If you make it seem like we're careening into disaster, people switch off. Hope is essential." She cites India's tiger conservation as an example of possibility amidst crisis. "We often report on everything going wrong, but India has nearly 70% of the world's wild tigers. We've created over 50 tiger reserves. There is success, even amid all our challenges."

THE UNSEEN ETHICAL TIGHTROPES

For a journalist known for composure, one story in particular still weighs heavily on her conscience. She recounts interviewing Sunanda Pushkar—her final interview before she passed away. Rawat remembers her editor's instruction: remind Sunanda she was on air, make sure she was aware of the consequences of her words. "It was the ethical thing to do," Rawat says. "We didn't want to take advantage of someone who might have been mentally unwell." It's a moment that distills the core of Rawat's worldview: humanity before headlines. She sighs softly. "These days I doubt anyone would even think of that." >>

THE CRISES WE IGNORE

If Rawat had her way, one overlooked issue would dominate the national conversation: man–animal conflict. “It’s not getting the focus it needs—not from policymakers, not from media.” She lists the crises almost like a litany of neglect: leopard attacks in Uttarakhand, wolf conflicts in Bahraich, elephant encounters across the Northeast. “We keep reacting to crises instead of planning long-term solutions,” she says. “This is a policy problem as much as an ecological one.”

THE DECADE AHEAD

The next 10 years will be decisive for India’s climate consciousness, but Rawat is realistic. “Space for nuanced environmental reporting has shrunk,” she admits. “There’s too much noise, too much sensationalism.” And yet she remains committed to telling the right stories—stories rooted in justice, indigenous wisdom, and the messy humanity of coexistence.

THE SKILL THAT MATTERS MOST

What should young environmental journalists carry into the field? Rawat answers without hesitation: “Critical thinking—and some scientific literacy. You need to understand the science yourself before you simplify it for the public.” But then she leans back and smiles. “Above all—curiosity, openness, empathy. You must care about both people and the planet. Otherwise, why tell these stories at all?”

A LASTING QUIET POWER

In a media landscape where volume often substitutes for vision, Gargi Rawat stands as a reminder that gentleness is not weakness but depth. Her work, spanning continents and climates, is an argument for bearing witness with dignity—for telling stories not because they are trending but because they are true. To listen to her is to realise that journalism, at its best, is not about chasing the wild. It is about understanding our place within it. ■

Luxury BEYOND possession

In the ever-accelerating churn of digital fashion, where identities flicker and dissolve at the speed of a scroll, there stands a woman who moves with a different rhythm—quiet, assured, deeply intentional. **Khushnaz Ashdin Turner**, stylist, lifestyle influencer, sartorial narrator, and quietly powerful voice in contemporary fashion, has cultivated something rare: a digital presence that feels less like content and more like conversation. Less performance, more poetry.

For over a decade, she has dressed not merely bodies but identities—her own and that of her clients—using clothing as a form of emotional architecture. “I express myself far better through style than through words,” she says, a truth that feels immediately evident. Her feed isn’t curated; it’s composed. Each frame carries the unmistakable signature of a woman who knows herself, and yet refuses the comfort of stagnation. Her style has matured, softened, sharpened, and bloomed through seasons of life, remaining rooted in the same enduring philosophy: evolution is the only constant worth honoring.

THE POETRY OF CLOTHES AND THE EVOLUTION OF SELF

When Khushnaz speaks about style, it is with the tenderness of someone discussing memory. “Styling is really where my creativity first began,” she reflects. Since the age of eighteen—long before algorithms, collaborations, or careers—clothes were her first language. Not armour, not decoration, but articulation.

“Over the years my style has evolved, and today it feels truly my own,” she says. But she resists any definition that suggests arrival. Her aesthetic, like her identity, is perpetually in motion. Growth, for her, is not a disruption; it is a ritual. This fluidity is perhaps what makes her presence soothing in an era of hyper-definition. She doesn’t wear trends; she interprets them. She doesn’t chase aesthetics; she embodies them. She doesn’t attempt to be everything; she becomes what feels honest.

AUTHENTICITY AS A CREATIVE DISCIPLINE

In the digital age—a museum of curated realities—authenticity has become a buzzword, overused and under-lived. But for Khushnaz, it is a non-negotiable, even a quiet rebellion. “There’s absolutely no compromise on authenticity,” she says. And she means it. She collaborates only with brands whose values and aesthetic align with her own, refusing the transactional nature that has become commonplace in influencing.

If a garment doesn’t feel like “her,” she styles it differently until it does. The look must become personal, or it doesn’t make it to her page. The result: a space on the internet that feels disarmingly real. A place where the woman behind the content is always visible—unrushed, unfiltered, unmistakably herself.

THE ANCHOR BENEATH THE EPHEMERAL

Fashion, by design, is temporary. But Khushnaz grounds her work in something more enduring than the fleeting pulse of the moment. She knows her body, her proportions, her aesthetic truth with the clarity that comes from thirty years of dressing herself. Yet her love for experimentation remains childlike; joyful. “Fashion is about having fun and not being boxed into just one thing,” she insists. But joy alone is not the anchor—self-awareness is. She experiments boldly, yet returns to silhouettes and textures that feel like home. There is freedom in that return, and that is where her aesthetic coherence lies. It’s a reminder to her audience: you can evolve endlessly without ever abandoning yourself.

LUXURY BEYOND POSSESSION

Luxury, for many, is a ladder. For Khushnaz, it is a landscape—wide, emotional, deeply personal. “Luxury is no longer about objects,” she reflects. “It’s about moments.” She speaks of the quiet joy of traveling with her family, the stillness of solitude, the peace of caring for herself. But her relationship with luxury objects—her watches, her bags, her jewellery—is profoundly sentimental, not performative.

Each piece is a capsule of memory:

- The Bulgari Serpenti she received for her 40th birthday.
- The Jaeger-LeCoultre watch bought for her son’s Navjot—one of the most sacred rites in Parsi culture.
- The first Louis Vuitton bag from her husband.
- The first Dior bag given by her father in her teens.

The early pieces of jewellery that marked the beginnings of womanhood. “These objects are tied to emotions and milestones. They’re far more than things,” she says. They are heirlooms of lived experience, weighted with meaning rather than logos.

COMPARISON, CREATIVITY, AND THE COURAGE TO EVOLVE

Social media is a theatre of instant judgment. But Khushnaz has chosen a different audience—her earlier self. “I’m always comparing myself to a previous version of me,” she says. Every ten days, she checks in with herself, ensuring she is stretching, evolving, shedding old skins. Growth is not an aspiration for her; it is a discipline. When creative fog descends—as it inevitably does—she steps back. She allows life to slow.

She breathes. “If I have too many tabs open in my mind, I don’t have space for inspiration,” she says. Her creativity rejuvenates itself in stillness, not saturation. By observing life rather than rushing through it, she finds renewed creativity in the ordinary—the colour of morning light, the drape of a curtain, the shape of a shadow. There is an elegance in that kind of slowness.

BEAUTY, CULTURE, IDENTITY: THE CONVERSATIONS THAT MATTER

As a stylist and influencer, Khushnaz occupies a space where beauty, culture, gender, and identity collide and continually reshape themselves. She is acutely aware that creators today shoulder a responsibility beyond aesthetics—they shape narratives. They expand definitions.

They challenge norms. Her ethos is subtle yet powerful: style as self-expression, fashion as memory, authenticity as courage. In a world hungry for spectacle, she champions sincerity. >>

A LEGACY WRITTEN IN SPIRIT, NOT SEASONS

When asked about her legacy, her voice softens. “There can be no greater legacy than inspiring the next generation,” she says. Her daughter’s entry into the creative space feels like a continuation of her story, a second flame lit from her own. It is not influence she wants to pass down—it is intention. What she hopes to leave behind is simple yet profound:

- A belief in self-expression.
- A reverence for authenticity.
- An understanding that fashion carries memory, heritage, and emotional truth.

Her upcoming projects, she hints, are aligned with this vision—rooted less in trend cycles and more in storytelling, in meaningful creation, in the slow unfurling of a woman choosing to live artfully.

THE WOMAN, THE STYLIST, THE STORYTELLER

Khushnaz Ashdin Turner is not merely influencing. She is documenting. Becoming. Unbecoming. Re-becoming. In her world, clothes do not just beautify—they translate. Luxury does not just shine—it remembers. And style does not just perform—it reveals. In an era obsessed with immediacy, Khushnaz is cultivating something timeless: the art of being a woman in evolution, one beautifully honest frame at a time.■

DEVOTION OF BEING HUMAN

In world swollen with noise — notifications, ambitions, and the relentless thrum of modern living — **Lakshmi** stands like a mountain dawn: unhurried, unbothered, unshakably serene. A yoga teacher, nutritionist, and quiet force of healing, she has guided over 5,000 online classes, yet her essence remains disarmingly simple: discipline is devotion, and devotion is the purest form of self-love. Hers is the kind of presence that doesn't demand attention but effortlessly gathers it. Perhaps this grace is born of the Himalayan winds she inhales each morning in Himachal, or maybe it comes from witnessing people heal in her virtual classroom — slowly, softly, without theatrics, just truth meeting breath. Lakshmi isn't interested in the glamour of wellness. She is devoted to its grit.

DISCIPLINE AS DEVOTION, DEVOTION AS SELF-LOVE

When asked how she balances the firm architecture of yoga with the liquid gentleness of self-love, Lakshmi answers with the certainty of someone who has lived her philosophy, not merely learned it. “Bhakti Yoga is the path for those with a naturally devotional temperament,” she says. “Devotion leads to discipline, and discipline leads to devotion.

To me, discipline is a pure form of self-love.” It is a radical reframe in a culture where discipline is often mistaken for punishment. For Lakshmi, waking before sunrise, flowing through asanas, resting purposefully, and listening to the body is not an act of force but of affection. “Yoga taught me that caring for myself through practice, rest, and awareness is self-love in action,” she adds. Her voice holds the calm of someone who knows that a mat is not a battlefield; it is an embrace.

THE TEACHER WHO WATCHES PEOPLE HEAL

Lakshmi has seen thousands of faces appear in tiny rectangles across her screen — students from cities, villages, foreign shores, quiet rooms, cluttered desks — each carrying a history they barely reveal. Yet every now and then, one story seeps through and becomes a quiet milestone in her journey. “Every student is an inspiration,” she reflects. “But what touches me most is when people heal — when they leave behind years of antidepressants, sleep peacefully without medication, cry freely, and release what they’ve been holding for so long.” It is these subtle transformations, not celebratory weight loss screenshots or fitness triumphs, that define her philosophy of teaching. Healing, for her, is sacred, and witnessing it is “a beautiful memory and a quiet achievement.” No applause required.

LIVING BY THE SEASONS: A HIMACHALI RHYTHM

Life in the mountains has sculpted more than Lakshmi’s routines — it has softened her intuition, sharpened her awareness, and tuned her body to nature’s metronome. Ayurveda speaks of dinacharya and ritucharya, the rhythms of day and season. For Lakshmi, these are not esoteric theories but lived truths. “Each season brings its own energy — winter stillness, monsoon depth, summer brightness,” she explains. “We absorb, adapt, and live in harmony with all of it.” Summer invites lighter foods and brighter thoughts; monsoon slows her pace and deepens her meditations; winter demands warmth, grounding rituals, and richly spiced meals. The mountains are her teacher, and she follows their wisdom with humility.

NUTRITION AS AN INTIMATE STORY

Lakshmi speaks of nutrition the way poets speak of longing — with reverence, memory, and meaning. Food, for her, is more than nourishment; it is storytelling through aroma and colour. “A balanced plate is the simplest form of nourishment,” she says. “For me, dal chawal with sautéed vegetables and a little achar is pure comfort — medicine for the body, memory of home, and mindfulness in every bite.”

In an era obsessed with superfoods and complex diets, Lakshmi returns to the comfort of Indian kitchens — warm lentils, steaming rice, and the crisp sizzle of vegetables in a pan. Her nutrition philosophy is refreshingly uncluttered: feed the body, feed the soul, and listen to both.

BHAKTI: THE SOFT STRENGTH OF SURRENDER

If Hatha grounds the body and Raja disciplines the mind, Bhakti is the surrender that steadies the heart. “Bhakti allows us to release the urge to control everything,” Lakshmi says. “We realize that we are not the doers — only instruments in divine hands.” It is this understanding that has shaped her emotional and spiritual landscape. Faith, for her, is not dogma but freedom. “When we trust that a Higher Force is guiding us, we experience deep emotional peace,” she reflects. In a world frantically trying to steer every outcome, Lakshmi’s voice is a gentle reminder that sometimes, letting go is the bravest act of all.

TO THOSE WHO WANT QUICK TRANSFORMATION

Lakshmi meets the impatience of modern wellness with compassion — never reprimand. “Keep practicing — and experience yourself,” she tells students who crave instant transformation. “Traditional Yoga is not a shortcut; it’s a sacred science that can transform one’s destiny. The key is consistency, faith, and patience.” Her advice is free of glamour but full of truth. Wellness, she believes, is not a before-and-after moment; it is a lifelong companionship with oneself.

SAMARPAN: THE ART OF GIVING THE REMOTE BACK

Perhaps the most disarming part of Lakshmi’s worldview is her relationship with surrender — Samarpan. She explains it with a metaphor as charming as it is profound. “It’s like a Mario video game — Mario jumps over rivers and fire, but he isn’t really controlling anything; the remote is in someone else’s hands. Similarly, our remote is in divine hands.” Surrender, for Lakshmi, means dropping ego, softening identity, and seeing life as it is — a divine play. She quotes Krishna from the Gita: Accept everything as it is. What aligns with our will is His prasad; what doesn’t is still His will. This is surrender not as weakness but as ultimate liberation. >>

A WHISPER TO THE WEARY

If Lakshmi could murmur one truth to someone standing at the edge of burnout, it would not be a command or a warning, but a soft, cosmic reassurance: “This is all divine Leela — like a dream or a movie that won’t last long. Nothing is truly real except the soul. Keep doing your karma, don’t chase the fruits, love all, serve all, surrender completely… and simply chill.” There is something deliciously grounding in that last phrase — a reminder that spirituality need not be sombre. Sometimes enlightenment looks like ease, like laughter, like letting things be.

THE DEVOTION OF BEING HUMAN

Lakshmi’s story is not a tale of achievement but of alignment — a life where breath, belief, and being flow into one another. In her presence, yoga ceases to be fitness, nutrition stops being science, and discipline dissolves into devotion. She teaches what the mountains taught her: To be still. To be aware. To be soft. To be free. And perhaps, most importantly — to surrender the remote and trust the Divine Player. ■

There are artists who write themselves into the soundtrack of an era, and then there are artists who bend the era itself. **Lisa Maffia**— singer, songwriter, producer, style shapeshifter, and one of the defining voices of UK garage—belongs ferociously to the latter. She isn't merely a survivor of a sonic epoch; she is its strategist, its renegade spirit, its perennial reinvention.

VISION UNBOUND

To encounter her today, two decades after she ushered an entire generation into the rhythms of the underground, is to witness a woman who has excavated her own mythos and rebuilt it in the image of resilience, instinct, and unapologetic vision. In this candid conversation for POPP DAPP's November 2025 issue, Maffia reflects on her metamorphosis—past, present, and the shimmering infinity ahead. >>

FROM SOUND SYSTEM REBEL TO CULTURAL ICON

When asked which single moment crystallised her identity beyond genre, Lisa doesn't hesitate. "It wasn't a stage moment," she says, leaning back as though scanning through the footage of her own life. "It was the day I stopped waiting for permission—musically, visually, emotionally.

The garage scene gave me wings, but I had to learn to build new skies." That pivot—an internal declaration rather than a public spectacle—marked the moment she stopped being merely a voice of a scene and became an architect of her own artistic cosmos. It wasn't the anthems, the charts, or the cultural cachet that forged the icon; it was the courage to claim authorship over her identity.

THE ALCHEMY OF REINVENTION

For an artist deeply rooted in the early 2000s sound yet constantly remapping her edges, reinvention has been less a strategy and more a spiritual exercise. "You evolve when the truth inside you changes shape," she explains. "The tension isn't between roots and reinvention—it's between fear and honesty." Maffia's sonic evolution—stretching from garage grit to electronic edge, from soulful confessionals to slick, beat-forward anthems—has always maintained a recognizable DNA. She doesn't shed her past; she distills it. Reinvention, for her, isn't costume—it's chemistry.

CRAFTING A LEGACY IN LYRICS AND LIFE

Lisa's lyrics, even in their swagger, hold the architecture of lived stories: sacrifice, single motherhood, battles internal and external, the emotional calculus of survival. "My pen is a witness," she says. "Every triumph, every bruise, every late-night doubt—they're all in there, coded in the rhythm." As for legacy, she speaks of it not as a monument but as a ripple. "If my lyrics help one woman feel seen, or help someone name their strength—that's the legacy. Not applause. Impact."

FASHION AS LANGUAGE

Few musicians understand style as fluently as Maffia. From the early days of tracksuits and crop tops that defined the UK garage aesthetic, to her current palette of sculptural silhouettes, latex geometry, and hyper-feminine street couture, her wardrobe has never been decorative.

It has always been narrative. "Fashion is my second voice," she says. "Every outfit is a chapter—some loud, some whispered, all intentional." Her visuals often mirror her music: bold, rhythmic, futuristic. Clothing, for her, is not garment but grammar.

SILENCES, ECHOES & COLLABORATION

In a world where collaborations can often feel algorithmic, Lisa approaches them like conversations. "You can't dominate and call it collaboration. You have to breathe with the other person—leave room, take room, but always keep the pulse alive." She recalls a particular partnership—left unnamed—that recalibrated her sense of range.

"They forced me to soften parts of myself I didn't know were rigid. It wasn't about blending sounds; it was about learning to unclench." The lesson? Art grows in the spaces you're willing to yield.

THE HIDDEN LABOR BEHIND THE SPOTLIGHT

"People see the two hours onstage," she sighs, "but not the two years of grind behind it." The invisible labour—vocal maintenance, physical training, emotional endurance, sleepless writing nights, business negotiations, public scrutiny—forms the scaffolding of her success. "Doubt is the shadow that follows every artist," she admits. "You don't overcome it; you outwork it."

COURAGE, RISK & ARTISTIC FEARLESSNESS

Maffia recounts a pivotal risk—leaving a comfortable musical lane to explore a darker, more experimental sound that initially alienated some fans. "I thought I'd sabotaged everything," she confesses.

"But it turned out to be the rebirth I didn't know I needed." As for a decision she wishes she'd made earlier: "Saying 'no.' Especially to people who mistook my loyalty for limitation."

TIME, MEMORY & REINVENTION

When she looks back at the Lisa of a decade ago, she feels a mixture of tenderness and astonishment. "She was brave," she says softly. "Brave in the ways she didn't even understand." Certain memories—early motherhood, first headline tours, private heartbreaks—stay with her as emotional constellations. Not weights, not wounds, but orienting stars. "They remind me that everything I am now was seeded then."

IMPACT BEYOND THE STAGE

Lisa's life outside the studio is steeped in advocacy—mental health, youth mentorship, community upliftment. But she approaches it with discernment. "Your voice is powerful, but your energy is finite," she observes. "I choose causes where my presence is a resource, not a performance." She hopes her impact extends beyond sonic legacy: "If my journey proves anything, it's that you can rewrite your story at any chapter. I want young people to feel that truth in their bones." >>

VISION UNBOUND: THE NEXT HORIZON

What excites Lisa now isn't nostalgia but unexplored terrain. "There are sounds I haven't dared to touch yet," she says with a spark. "Stories I haven't told because I wasn't ready. Versions of myself I haven't met." She hints at experimental global collaborations, cross-disciplinary performance art, and a fashion line that merges street futurism with intimate personal symbolism. "The next frontier is freedom," she declares. "Not just making music—making worlds."

THE FINAL NOTE

Lisa Maffia, in 2025, is not merely an icon of UK garage culture. She is a testament to the art of becoming—of refusing stasis, of treating evolution as both discipline and destiny. Her story is not the tale of a woman who broke through, but of one who continuously breaks open, revealing new frequencies within herself and her craft. To watch her now is to witness a master class in reinvention. To listen to her now is to hear an artist in full command of her power. And to follow her journey from here onward is to step into a future whose soundtrack she is already composing—with defiance, elegance, and visionary fire.■

HMU **SHRADDHA MISHRA** | STYLIST **THEIA TEKCHANDANEY** | PHOTOGRAPHY **SHIVAM GUPTA** | OUTFIT **AK | OK ANAMIKA KHANNA** | JEWELLERY **SILVERSTREAK**

A woman of green fire & earthlight

DIA MIRZA

There is a quiet luminosity to **Dia Mirza**—an aura not of spectacle, but of depth. She enters a space the way dawn enters a horizon, gently shifting everything without insisting upon herself. Over years, she has transformed from actor to storyteller, from public figure to planetary citizen. Her work is not loud; it is deliberate. Rooted in Earth, guided by empathy, she has come to represent a new, tender architecture of power—one built on care, clarity, and courage.

There is a particular kind of quiet that surrounds Dia Mirza when she enters a room. Not silence exactly, but a softening—like the hush that falls just before sunrise, when the world is deciding what kind of day it will become. There are people who command attention, and then there are those who invite it—and Dia is unmistakably the latter. She is luminous, but not in the glossy, unreachable way celebrity sometimes constructs. Her luminosity feels lived-in, earned, softened by time and sharpened by purpose. Over two decades since she first appeared on screen, Dia Mirza has become something rare: an artist who did not let the world decide her role, a public figure who refuses to speak loudly just to be heard, and a woman who has gently—but unmistakably—reshaped the meaning of beauty in public life.

Actor. Producer at One India Stories. Eco-investor. UNEP Goodwill Ambassador. Advocate for the Sustainable Development Goals. Ambassador for the Wildlife Trust of India. BBC 100 Women 2023 honoree. And yet, even this expansive list barely grazes the surface of who she is, or what she has chosen to stand for. *"I realised my identity was never singular,"* she says, not as revelation, but as recognition. *"I am an artist, a citizen of this Earth, a mother, a student of life. These roles nourish each other."*

Dia speaks of her transition from actor to producer—and further, to eco-investor and global advocate—not as a career pivot, but as a homecoming. *"As an actor, I was part of someone else's vision. When I began producing, investing in climate innovation, and engaging in advocacy, I finally felt aligned with my core values. It wasn't disruptive—it was clarifying."* This clarity is reflected not only in the stories she chooses to tell, but in the structures she is investing in.

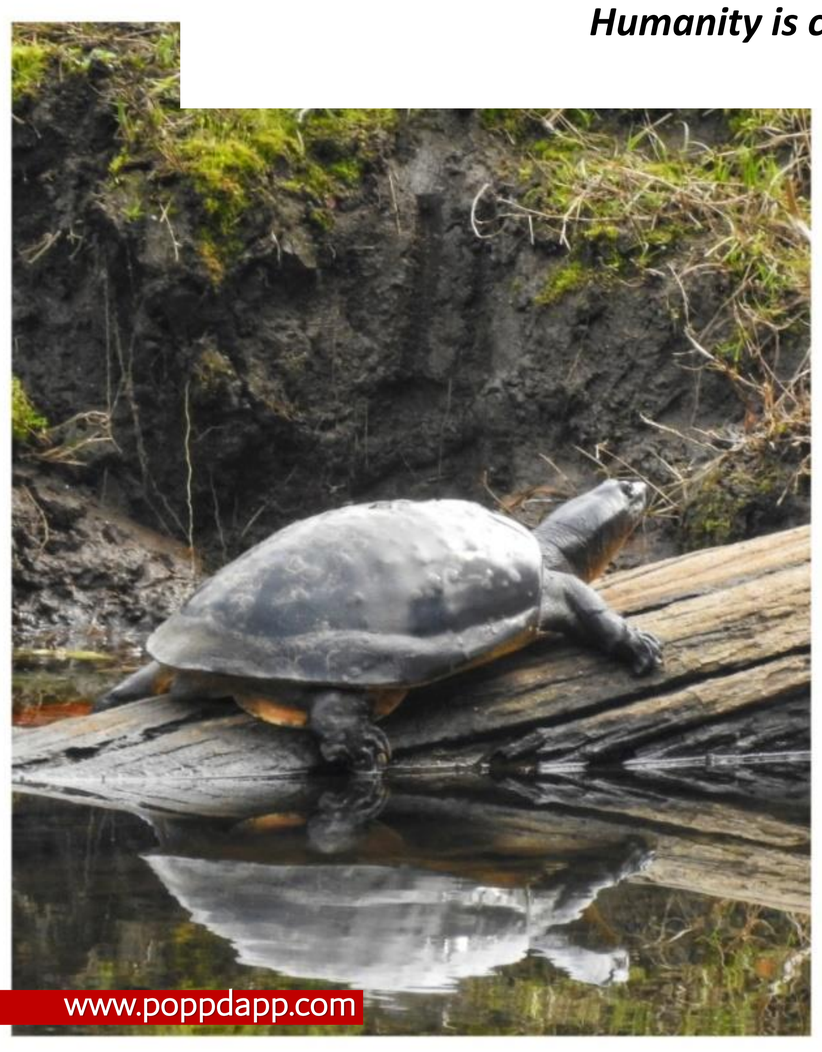
For her, activism is not a campaign; it is a responsibility. Investing, likewise, is not a portfolio move—it is an ethical extension of care. She speaks with reverence about Without®, a deep-tech materials innovation enterprise turning plastics once considered "unrecyclable" into circular, useable materials. But the innovation that moves her most is not technological—it is human. *"Innovation becomes meaningful when it restores relationships—not just supply chains."* In one sentence, she reframes what sustainability should have always been about: not scarcity, but reciprocity. Not consumption, but continuity. >>

HMU **HARRY RAJPUT** | STYLIST **THEIA TEKCHANDANEY** | PHOTOGRAPHY **SHIVAM GUPTA**

HMU **HARRY RAJPUT** | STYLIST **THEIA TEKCHANDANEY** | PHOTOGRAPHY **SHIVAM GUPTA**

"To witness communities choose life over livelihood, and then later gain livelihood through conservation, changed me. Humanity is capable of profound tenderness when given the dignity of choice."

- DIA MIRZA



THE POWER OF STORY: CINEMA AS A VESSEL OF REMEMBERING

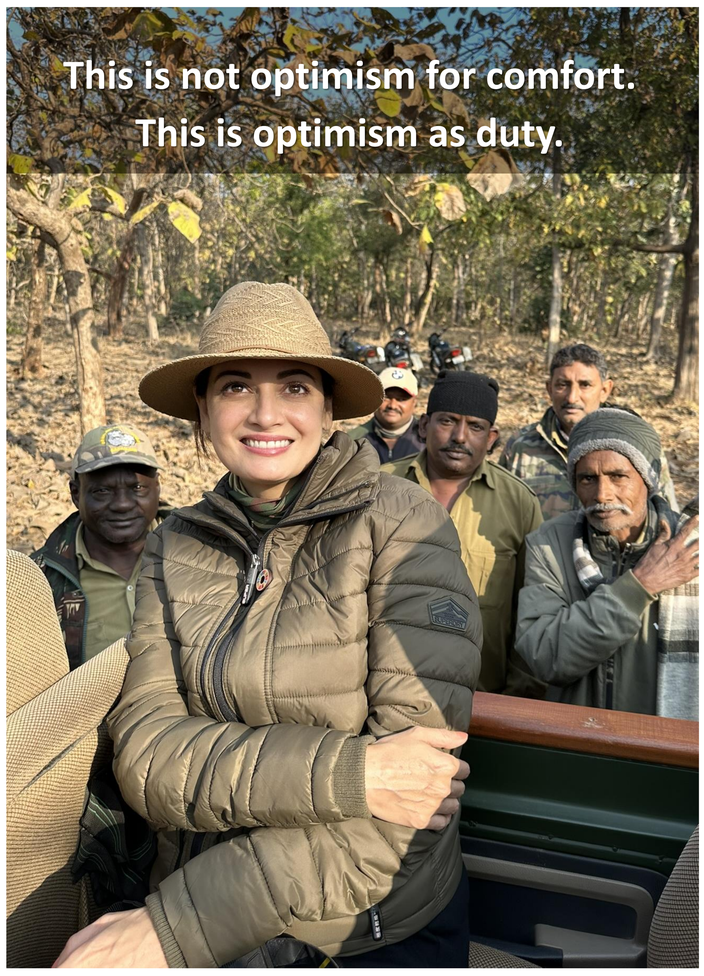
The film industry, too often, is spoken of in terms of spectacle—box office numbers, opening weekends, streaming metrics. Dia sees it as something else entirely: a cultural nervous system, where emotions travel faster than facts and hearts shift before laws do. *"Stories shape our emotional reality long before policies do,"* she says. *"Cinema can humanise climate change—not as a distant crisis, but as a deeply personal one."* In Dia's worldview, storytelling is not entertainment alone; it is a bridge between the self and the collective.

Between my world and our world.

Art, especially now, must remember its oldest purpose: to return us to each other. She believes the future of cinema is not escapist—it is connective. It is not about larger-than-life heroes—it is about the fragile, hopeful, stubbornly beautiful human act of caring.

HOPE AS DISCIPLINE

In her work as a UNEP Goodwill Ambassador and SDG advocate, Dia sits in rooms where the stakes are both existential and immediate. Climate reports are not abstract to her. She has looked into the eyes of communities losing land, water, and children's futures. So does she ever feel the weight of having to be hopeful? She exhales, softly. *"Yes, the expectation to remain hopeful can feel heavy at times. The suffering is real. But hope is not naive; hope is strategic."* She describes drawing strength from *"youth leaders, Indigenous wisdom, mothers, children—people who continue to care even when it is difficult." "If they haven't given up, I have no right to."* The United Nations Secretary-General once told her and fellow SDG advocates: *"Hope cannot be abandoned until the work remains unfinished."* And then she recalls a message from Dr. Jane Goodall—her north star: *"Every single one of us makes an impact on this planet every single day… Hold on to hope, never give up, and remember: you matter."*



THE WILD TEACHES US HOW TO BE HUMAN

Dia's voice grows certain when she speaks of her work with the Wildlife Trust of India. Through community-led conservation programmes, she has witnessed wildlife rescued, healed, and returned to the land they belong to. But the transformation she speaks of happened not in the forest—but in the human heart. *"To witness communities choose life over livelihood, and then later gain livelihood through conservation, changed me. Humanity is capable of profound tenderness when given the dignity of choice."*

We do not protect what we do not love. We cannot love what we do not see. Dia is teaching us how to see again.

PURPOSE OVER PERFORMANCE

Public life is scrutiny. Public responsibility is pressure. So how does one act with authenticity without slipping into performance? *"Humility begins with acknowledging that I am always learning. I speak and act because I must—not because my voice is more important than anyone else's. Virtue signalling happens when the performance becomes bigger than the purpose. I keep returning to the purpose."*

Resilience on Days That Feel Heavy. Even purpose-led lives have shadows. Dia does not romanticise activism—or art—as endlessly invigorating. *"Nature is my refuge. Time under a tree, in a garden, near the sea resets my nervous system. Journaling. Breathing. My children. And allowing myself to cry. Strength is not the absence of overwhelm—it is permission to feel and still continue."* In a world that glamorises grit, she offers something deeper: grace.

HER VISION FOR INDIA, 2040

If given the power to choose one national transformation, Dia does not hesitate. A community-led restoration movement:

Climate literacy in classrooms. Dignified green jobs. Indigenous leadership at the centre—not the margins. *"The solutions exist. We just need to scale them with trust."* >>

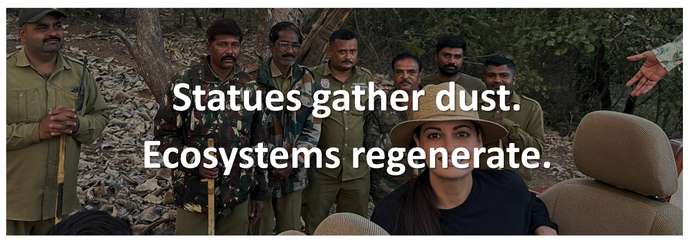
HMU **HARRY RAJPUT** | STYLIST **THEIA TEKCHANDANEY** | PHOTOGRAPHY **SHIVAM GUPTA**

"Yes, the expectation to remain hopeful can feel heavy at times. The suffering is real. But hope is not naive; hope is strategic."

- DIA MIRZA

LEGACY AS A LIVING SYSTEM

When asked how she hopes to be remembered, Dia answers with quiet conviction. *"Not as someone who spoke about change, but as someone who helped others believe change was possible—and acted with them. A legacy should be a living ecosystem, not a statue."*



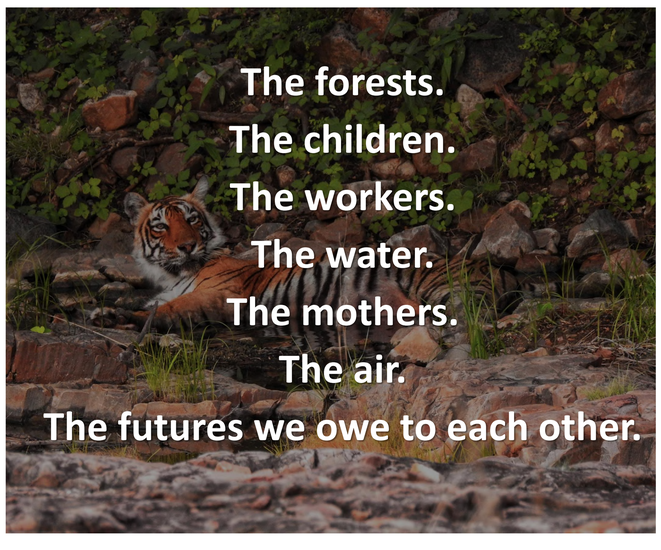
Her legacy, already, is growing.

THE COURAGE OF TENDER VULNERABILITY

Dia does not offer vulnerability as spectacle. She offers it as connection. *"I reveal what feels honest in service of connection—not confession. Vulnerability is not exposure. It is truth. Some things remain private because they are still transforming. But when sharing my uncertainty can help someone feel less alone, I choose openness. Solidarity is born in those tender spaces."*

THE WOMAN THE WORLD NEEDS NOW

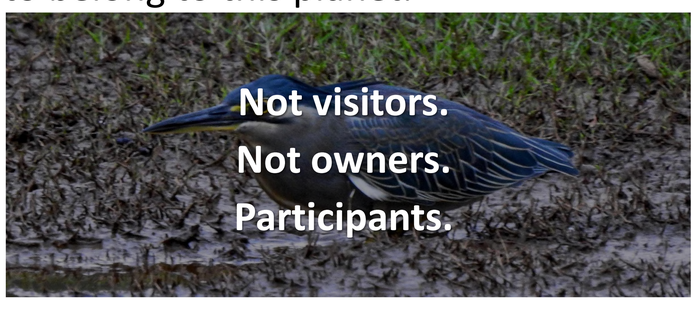
In a century defined by speed, noise, and survival, Dia Mirza models something radical: Slowness. Listening. Living as if the Earth is not backdrop, but kin. She is not interested in being larger than life. She is interested in being deeply in it.



She is not trying to save the world. She is reminding us that we are part of it. And that is the difference.

THE TENDER REVOLUTION IS ALREADY HERE

Dia Mirza stands not at the centre of the stage, but at the bridge between worlds: Capital and community. Science and emotion. The individual and the ecological. Her life is not a performance of care. It is care. And in that way, she is not simply shaping culture— she is reshaping our sense of what it means to belong to this planet.



The future is not only something we invent. It is something we remember how to inherit. And Dia Mirza is one of those rare people who help us remember.

New gospel of cultural luxury

CHAITI NARULA'S ascent is not the story of a starlet minted by legacy institutions. It is a blueprint for a new kind of editorial leadership—sharp, self-funded, unapologetically modern, and deeply rooted in the complexities of politics, craftsmanship, and global luxury psychology.

Luxury media is being dismantled and rebuilt in real time—its seams exposed, its purpose questioned, its very architecture in flux—few voices have risen with the clarity, ferocity, and cultural fluency of Chaiti Narula. Her ascent is not the story of a starlet minted by legacy institutions. It is a blueprint for a new kind of editorial leadership—sharp, self-funded, unapologetically modern, and deeply rooted in the complexities of politics, craftsmanship, and global luxury psychology.

When she received the highly regarded E4M 40 Under 40 Award, the timing could not have been more poetic. The accolade arrived at a moment when luxury publishing was fraying at its edges: legacy magazines tilting toward marketing masquerading as journalism; editorial integrity dissolving into influencer-friendly gloss; and content losing its cultural musculature. Chaiti's response was not to bend, but to rebuild the ecosystem itself. "I didn't want to do journalism in the garb of marketing," she says with a disarming simplicity that belies its revolutionary clarity. "And I didn't want to compromise marketing by pretending it was editorial."

In those two lines lies the thesis of her work—a clean, surgical separation of commerce and content, something almost mythical in today's digitally fatigued landscape. Thus was born French Press Global, a digital editorial platform positioned at the molten intersection of luxury, politics, culture, business, and the zeitgeist—a publication built on uncompromising storytelling, cultural sharpness, and a reader-first model free of advertiser anxiety. Its sibling, Maison French Press, functions as its commercial engine—a brand architecture powerhouse serving marquee clients while fiercely insulating French Press Global's editorial sanctity.

Together, they form one of the most intellectually coherent media companies in India today—a dual system where journalism is pure, marketing is strategic, and both exist without diluting each other's purpose. In an era where print houses increasingly depend on events and activations to keep their P&Ls afloat, Chaiti chose the opposite path: build the IPs first, build the commercial channels first, then build the magazine—slowly, quietly, ruthlessly focused. It's the sort of contrarian thinking that signals not just courage, but vision.

THE RISE OF A NEW EDITORIAL INTELLIGENCE

Chaiti's editorial direction over the last year has been shaped by a profound observation: the era of clickbait has plateaued. Audiences, she believes, have matured. They are fatigued by the algorithm. They gravitate now toward "editorial work that cuts through the noise"—the kind championed by platforms like The Established, The Nod, One Granary, The Cut, and Vanity Fair. "Narrative clarity is what drives cultural movements," she says. "Everything—fashion, politics, luxury, design—comes down to how well you can tell a story."

The shift isn't just technological; it's ideological. Luxury today is comfort-led, intelligence-driven, and materially obsessed. Gen Z—hyper-literate, value-oriented, recession-conscious—has overturned millennial conventions. Where millennials were logo-forward, Gen Z is material-forward. They want finesse, provenance, longevity, and emotional resonance. Luxury must now explain itself or risk irrelevance. For French Press Global, this new consciousness isn't a trend; it's a compass. Every story must hold teeth, tone, cultural context, and global intelligence. Every editorial choice or marketing/ media campaign must reflect a changing world. And in the next frontier of digital evolution, she sees something extraordinary: gaming. Gen Z and Gen Alpha inhabit digital worlds as fluidly as physical ones. So Maison French Press is already building gaming avatars for luxury brands—ensuring clients speak to young consumers not through billboards, but through digital identities.

THE NEW CODES OF COUTURE: INDIA'S GLOBAL TURN

If there is one space where Chaiti's influence is unmistakable, it is Indian couture. As the Founding Editor of Manifest Life, she helped architect a new language for Indian bridal couture—one that placed craftsmanship, cultural identity, and aesthetics at the core of storytelling. But her broader vision for luxury publishing in 2025 and beyond stretches far wider.

Couture, she insists, is no longer about spectacle but about story—the hours of labour, the provenance of textiles, the cultural intelligence embedded into every stitch. Indian designers are no longer depending on magazines to drive sales; they require full-spectrum brand architecture, global buyer ecosystems, and authentic positioning. This is where Maison French Press has quietly become a force. Her philosophy is uncompromising: Content-first luxury coverage is non-negotiable. Cultural literacy will determine which platforms survive. Transparency and narrative honesty are the new editorial currency. Global runway ecosystems must become integral to Indian couture's growth. Luxury publishing, she says, must match the intelligence of today's consumer—or lose them forever. >>

INSIDE INDIA'S COUTURE RENAISSANCE

Chaiti's former consulting role with the Fashion Design Council of India placed her at the heart of Couture Week's evolution. But what she witnessed behind the velvet ropes is now shaping the next era of India's fashion architecture. "AI is entering the atelier," she says. "Virtual sampling, 3D prototyping, predictive trend mapping—technology is no longer optional." Indian couture is stepping into global scale—not as a footnote but as a powerhouse. With nearly 75% of French and Italian haute couture embroidery already produced in India, the world is finally acknowledging India's artistic engine.

In this new era, independent showcases—global in tone, intimate in curation, ecosystem-driven—are becoming essential.

Maison French Press is already sculpting some of the most anticipated presentations in the country: Vaishali Shadangule's 25-year couture showcase, following her Paris Haute Couture ascent. Sahil Kochhar's landmark 2026 couture presentation. ISVARI's high-jewellery storytelling across India and international markets. Siddharth Bansal's vivid, artistic couture world. Ashna Vaswani's globally primed couture vision. And in strategic partnership with Sanjay Nigam's Fashion Entrepreneurs Fund, maison french press is taking pride in telling the story of him democratising fashion through India's first fashion investment reality show. This is not merely a fashion moment. It is the architecture of a new era—one that positions Indian couture as a global language.

FROM PRIMETIME POLITICS TO LUXURY'S CULTURAL DECODER

Perhaps the most extraordinary element of Chaiti's journey is the seamlessness of her transition from primetime political anchor to editorial architect of luxury and culture. "Politics, economics, culture, and luxury have always been interconnected," she says. "My political journalism taught me accountability, nuance, depth." This intersection is now foundational to French Press Global's editorial DNA. Luxury stories are framed with geopolitical intelligence—where soft power diplomacy, socio-economic transitions, and national identity shape consumption.

India's new luxury consumer, she notes, is globally exposed but domestically rooted. They care not about glitter but about craftsmanship, sustainability, and the cultural meaning of what they buy. Luxury media must therefore rise in intellect. Context is the new couture.

THE ETHICS REVOLUTION: THE FUTURE OF ASPIRATIONAL MEDIA

What excites Chaiti most about the future of aspirational media is the global shift toward luxury as responsibility. From EU ecodesign regulations to U.S. anti–forced labour laws, legislation is quietly reshaping what can be called luxury. The most powerful editor in the room, she says, is now "a regulation." She speaks passionately about Vaishali Shadangule's barcode transparency model—a technology that traces every step of a garment's journey, ensuring ethics, craft purity, and labour dignity.

This is the kind of luxury that moves her—where craftsmanship, technology, and conscience converge. Gen Z, she insists, is the ultimate disruptor. "You cannot sell to them. You have to earn their trust." Their literacy in ethics, supply chains, and sustainability is pushing brands to grow up. Aspirational media must therefore shift from showcasing the product to explaining the process.

POLITICS IN THE WARDROBE: WHEN LEGISLATION BECOMES FASHION'S NEW MUSE

One of Chaiti's most elegant insights is that politics is now whispering through the seams of fashion. Whether it is international textile regulations or India's use of handlooms as soft power at G20, fashion is becoming an instrument of identity, diplomacy, and climate accountability. Her editorial lens therefore refuses superficiality. For every piece of couture or jewellery she speaks about whether as a brand architect or an editor, she asks: What regulation shaped this? Which community gained power? What does this say about India's place in the world? It's not just luxury commentary. It is cultural anthropology in silk and sequins. >>

DISCIPLINE, DECENCY, AND THE MAKING OF A LEADER

Beyond the newsroom & the editor's cabin, Chaiti's personal pursuits—UN Sustainable Development Goals, golf, equestrianism, fitness—may appear varied, but they form a single philosophy: discipline. "Excellence is not loud," she says. "It's consistent. It's patient. It's self-driven." This principle deeply informs her leadership style.

Having spent years inside hierarchical media structures, she realised she thrives in independence—not supervision. As CEO and Editorial Director, she leads French Press Global and Maison French Press with empowerment over micromanagement. Her team of marketing professionals, merchandisers, digital writers are encouraged to think, pitch, build, and lead. She guides but never obstructs. She is the compass, not the gate. "Skills can be taught," she says. "Integrity cannot." And that, perhaps, is her most enduring legacy: a culture of independent brilliance, built not on fear but on purpose.

CHAITI NARULA: A FUTURE BUILT ON CLARITY

In a world of noisy content, collapsing media models, and fashion houses chasing relevance, Chaiti stands out not because she is louder—but because she is clearer. Her work is the antithesis of the algorithmic chaos around us: intentional, disciplined, globally intelligent, and anchored in honesty. Her success story is not merely a personal triumph. It is a template for the next generation of editors, creators, marketeers, publicists and storytellers. A reminder that clarity is a luxury. And discipline, courage, and cultural literacy are the new couture.

Chaiti Narula is not just rewriting the rules of luxury media—she is building a new vocabulary for global India.■

Gentle CRAFT OF BEING Real

NAVYA NAIDU, with her unhurried elegance and non-performative charm, has become one of those rare creators who remind the internet that style, in its truest form, is neither a spectacle nor a strategy.

In the increasingly frenzied arena of digital fashion—where micro-trends bloom and die overnight and algorithms whisper endlessly about what to wear next—there exists a rare oasis of sincerity. Navya Naidu, with her unhurried elegance and non-performative charm, has become one of those rare creators who remind the internet that style, in its truest form, is neither a spectacle nor a strategy. It is, quite simply, a relationship with the self.

Her content is not wrapped in the gloss of impossibly perfect lives; instead, it glows with lived-in warmth. There is a softness to her presence, a grounded coolness that never begs for attention yet pulls you in with quiet force. And at the center of her aesthetic philosophy stands a deceptively simple mantra: "Get dressed for yourself." What could have been a casual social-media caption has become, in Navya's hands, a personal manifesto—one stitched with honesty, instinct, and emotional intelligence.

THE EMOTIONAL ARCHITECTURE OF A WARDROBE

When Navya speaks about clothes, she isn't talking about garments; she is talking about moods, micro-moments, and the slow poetry of getting ready. Dressing up, for her, is not the daily performance it has become for many in the age of cameras and constant documentation. It is an act of self-tending—like brewing tea slowly or checking in with one's own pulse. "For me, dressing up has always been personal," she says. "It's not about who's watching… it's about how I feel when I look in the mirror. Some days it's bold, some days it's cozy, but it always reflects where I'm at emotionally. Fashion is my way of showing love to myself—like saying, you deserve to feel good today." There is a power to this sentiment, especially in a culture where style is so often used as a mask. In Navya's world, it becomes a mirror. Her fashion is never an apology or a plea for validation; it is a quiet conversation between her and her reflection—soft, sincere, and profoundly grounded.

INSTINCT OVER INFLUENCE

Perhaps one of the reasons Navya's followers feel so drawn to her is that her aesthetic never looks rehearsed. There is intention, yes—a keen eye for balance, texture, and nuance—but no suffocating need for perfection. "I usually go with my gut," she says. "If something feels right, I wear it even if it's not trending. But I do think through how I want a look to feel in the moment. So it's half instinct, half moodboard in my head. I never over-style things; the best looks happen when I don't overthink." The digital fashion world often swings between extremes: raw spontaneity on one end, meticulous curation on the other. Navya lives in the delicious middle. She knows that magic lies in the friction between thought and impulse—where a look becomes more than clothing and begins to tell a story. Her refusal to chase virality only sharpens this power. She recalls wearing a "minimal, traditional look" at a time when maximalist experimentation was dominating feeds. "It didn't get crazy engagement but I loved it," she says. "That's when I realized I'm not here to chase numbers. My style grows with me, not with trends." In an ecosystem where creators feel pressured to adapt or disappear, this grounded self-possession feels radical.

THE GENTLE ART OF BEING REAL

Scroll through her feed and you'll find something rare: sincerity without spectacle. Between polished frames and softly edited reels, Navya lets fragments of real life seep in—messy hair buns, half-eaten desserts, laugh-creased candids, the quiet sprawl of a travel morning. "Those moments keep everything real," she says. "Not every day is a photoshoot day… some are just messy hair and comfort clothes. I think showing that side makes the aesthetic feel more human. Comfort and glamour can exist together—that's actually my favorite mix." It's this duality that makes her digital presence feel like a warm living room rather than a cold gallery. You don't scroll her profile, you enter it. There is glamour, yes, but never the intimidating kind. Her elegance is approachable, softened by humor, warmth, and an invitation to exhale. So when she says she wants her page to feel "like a friend hyping you up," it's not just branding—it's the emotional texture of her work. "Fashion should be fun and approachable," she says. "It's not about perfection. It's about confidence, comfort, and a bit of chaos sometimes." It's this mix—confidence, comfort, chaos—that has quietly become her signature.

TREND-ADOPTION WITH A SIGNATURE SOUL

Where many creators drown in trends, Navya has mastered the art of wearing them without losing herself. Her genius lies in adaptation, not imitation. "I pick trends that align with my vibe instead of forcing something just because it's viral," she explains. "The outfit should look like me wearing it, not the trend wearing me." It's a philosophy that refuses to sacrifice individuality at the altar of relevance. Navya's looks may flirt with trending aesthetics, but they are always rooted in her emotional language—soft silhouettes, warm tones, a calm confidence that feels almost tactile. If her style were a soundtrack, she imagines it as "soft pop and old-school R&B… with a few unpredictable beats in between." That description fits not just her wardrobe, but her presence: soothing, grounded, yet delightfully unexpected. >>

A GALLERY OF WARMTH

Ask her what ties her feed together, and she answers without hesitation: “Warmth.” The word floats like a thesis over her entire digital world. “Whether it’s colors, light, or my expressions, there’s always a soft, welcoming energy. My feed feels like a mix of comfort and confidence, and that tone stays constant no matter what I’m wearing.” Warmth as aesthetic is one thing. Warmth as identity is another. Navya manages both—her outfits feel like they could exhale, her visuals glow like late-afternoon sun, and even her boldest looks maintain an undercurrent of softness.

THE NEXT FIVE YEARS: A STORY STILL UNFOLDING

Though her current aesthetic thrives in the balance between minimal comfort and subtle glam, Navya envisions an evolution—a deepening, not a detour. “I see it becoming more grounded and expressive,” she says. “Exploring different kinds of storytelling through travel, fashion basics, and bringing old traditions back into my style. I’ll keep evolving, but the core will always stay the same: dressing up for myself and sharing that joy with others.” It’s refreshing to hear a creator speak of the future not in terms of scale or metrics but of authenticity and storytelling. Navya’s ambition is not louder content—it’s truer content.

THE WOMAN BEHIND THE WARM GLOW

What makes Navya so compelling is not the clothes she wears but the world she creates around them. Her fashion is not simply an art of looking good, but of being good to oneself. In an age of noise, she offers nuance. In a world hungry for spectacle, she offers sincerity. In a landscape obsessed with immediacy, she offers presence. Her wardrobe may change. Her settings may change. Her stories may deepen. But her core—the soft power of dressing for oneself—shines with the consistency of a slow, steady flame. And perhaps that is her true influence: not teaching her audience what to wear, but reminding them why they should wear it. Warmth. Confidence. Comfort. And the joy of being seen—first by oneself, and then by the world. ■

Rewriting the future of Food

When health has been commodified into capsules, cleanses, and charismatic Instagram reels, **Neha Ranglani** stands astonishingly apart—an anchor of calm in the wellness storm. Her philosophy is refreshingly ancient, yet disarmingly modern: food is not fuel, it is a language.

A dialogue between the body and the mind, between ancestry and intuition, between what we consume and who we ultimately become. Her presence radiates a kind of grounded luminosity—the kind that cannot be bought in a supplement bottle or secured through a fleeting trend. As she speaks, one is reminded that wellness, at its core, is not a revolution; it is a remembrance.

THE PLATE AS PHARMACY

When Ranglani explains her central doctrine—food as medicine—it feels less like a concept and more like a gentle awakening. In a world enticed by shortcuts, she persuades not through alarm but through awareness. “Once people connect their energy, sleep, skin, digestion, their mood to what they eat,” she says, “their plate stops being a pit stop and becomes their pharmacy.”

She doesn’t preach with the severity of a food reformist; rather, she nudges people toward self-experience. The vanishing acidity, the returning vitality, the regulated cycles—these become her most compelling ambassadors. Ranglani’s revolution is not restrictive. It is empowering. Healthy eating, she believes, should feel like self-care, not self-punishment.

IN A WORLD OF TRENDS, A RETURN TO TRUTH

If the 2020s have taught us anything, it is that wellness has its seasons—detoxes in January, biohacks in April, magnesium in powdered, gummy, or dropper form by June. But Ranglani rises above the noise with effortless clarity. “Wellness was never meant to be complicated,” she asserts. “Our bodies already know how to heal. We just need to stop interfering.” She honours science, but she refuses to worship it.

Research becomes a translation tool, not a trend machine. Her guidance circles back to ancient certainties—mindful eating, grounding, gut intelligence, and seasonal rhythms. The irony is delicious: modern wellness, with all its technological bravado, is now rediscovering what grandmothers always knew.

THE MIRACLE OF A BODY THAT REMEMBERS HOW TO HEAL

Among the many lives she has touched, one story lingers—a woman burdened with autoimmune thyroid disease, exhausted by years of medical dependency and emotional weariness. With gradual gut healing, blood sugar balance, and emotional recalibration, her symptoms faded. Her medication reliance dissolved.

Her hope returned. But what moved Ranglani most was not the biochemistry—it was the psychological metamorphosis. “Disease isn’t punishment,” she says softly. “It’s communication.” In those words lies the true architecture of her work: listening, honouring, and responding to the body’s whispers before they become screams.

THE PARADOX OF AN INFORMED GENERATION FEELING SICKER THAN EVER

Today, information is ubiquitous, yet embodiment is rare. We scroll more than we savour. We learn more than we live. We outsource what should be instinct. Ranglani sees the crisis clearly. “It’s not the lack of knowledge—it’s the overload of it,” she explains. “Real healing is not about what you know; it’s about what you practice.”

In her worldview, wellness begins with unlearning—releasing inherited habits, questioning societal conditioning, and rebuilding trust with one’s own internal compass. Healing, she reminds us, is often found not in doing more, but in doing less.

THE GUT: ORCHESTRA, ARCHITECT, AND EMOTIONAL SEAT

The gut, she insists, is the command center of human experience. Her now-iconic phrase captures it perfectly: “What happens in your gut does not stay in your gut.” From neurotransmitter production to immunity, from emotional subtleties to hormonal rhythms, she views gut health as the axis around which the entire human ecosystem turns. She has watched anxiety dissolve, fatigue lift, acne calm, and hormones stabilize once the gut finds harmony. “Healing the gut is like tuning an orchestra,” she says. “Once it’s in rhythm, everything else begins to flow.”

SCIENCE AND SPIRITUALITY: TWO LANGUAGES, ONE TRUTH

In her practice, science and spirituality do not wrestle—they waltz. “Science gives us understanding; spirituality gives us meaning,” she says, in what feels like a thesis statement for the medicine of the future. Functional medicine identifies root causes. Integrative healing restores emotional and energetic balance.

Both, she believes, are incomplete without each other. Supplements cannot fill the void that a silent mind or unprocessed grief leaves behind. Equally, affirmation alone cannot repair an inflamed gut. In her world, healing is a dance between the measurable and the immeasurable.

RECLAIMING HERITAGE WITHOUT LOSING HEALTH

Perhaps Ranglani’s most compelling stance is her refusal to villainize culture. While modern nutrition fads often demonize the foods that define our childhoods, she urges people to return to their roots—just with greater awareness. “Every culture had its wisdom,” she explains. “Spices, ferments, fasting, seasonal eating—these weren’t trends.

They were survival.” She encourages her clients to embrace their grandmother’s recipes—but also her grandmother’s pace, her mindfulness, her gratitude. Healing, in her philosophy, is an act of cultural remembrance. >>

THE HEALER WHO HAD TO HEAL HERSELF

One of Ranglani's most striking admissions is that even healers are not exempt from their own humanity. For years she believed health meant perfection—strict routines, impeccable discipline, unwavering structure. But life challenged that illusion. "Healing is not linear," she confesses. "I had to learn kindness toward my own body." She discovered that emotional hygiene—boundaries, forgiveness, release—matters just as much as nutrition. Her evolution has made her gentler, more intuitive, and deeply empathetic.

WELLNESS OR BUSINESS? THE ETHICS OF AN EXPLODING INDUSTRY

As wellness grows into a multibillion-dollar arena, the line between empowerment and exploitation thins dramatically. Ranglani draws that line with precision. "For me, it's all about intention. If it creates independence, it's wellness. If it creates fear or dependence, it's marketing." Her mission is to teach people to trust themselves—not her, not a supplement, not a system. True wellness, she insists, is measured by freedom.

THE FUTURE OF HEALTHCARE: A MEETING POINT OF WORLDS

Hospitals will always matter. So will labs and pharmaceuticals. But for Ranglani, the greatest revolutions begin in quieter spaces: kitchens, conversations, rituals, rest. "The future is integration," she says. "Emergency medicine is essential. But daily wellness lives in our choices, our breath, our food." Her hope is that the next generation grows up seeing lifestyle as the first form of therapy and medicine as the last. In her worldview, healthcare is not an institution—it is a consciousness. ■

CREATIVE DIRECTION & PHOTOGRAPHY **MARAN RAJAPANDIAN** | MODELS **AMRITHA PADMAKUMAR & ANJALI GOPAN** | STYLING & ART DIRECTION **SHRUTI NAIR** | BRAND **ANKA**

Power, woven in stillness

CREATIVE DIRECTION & PHOTOGRAPHY **MARAN RAJAPANDIAN** | MODELS **AMRITHA PADMAKUMAR & ANJALI GOPAN** | STYLING & ART DIRECTION **SHRUTI NAIR** | BRAND **ANKA**

We romanticize momentum—its ceaseless whir, its insistence on forward thrust—there is something almost subversive about a woman choosing stillness. The attached spread unfurls like a long exhale, a sequence of intimate tableaux where silence is not absence but presence; not passivity, but power. Each frame offers a portrait of contemporary Indian femininity that is neither ornamental nor overwrought, but deeply lived-in—soft, slow, and sovereign.

Draped in luminous handwoven sarees, the woman at the heart of this editorial appears not as a mannequin posed for the gaze but as a being wholly at home within her skin. The textiles, with their brushed sunlight hues of ivory, gold, and faint blush, feel less like fashion statements and more like personal atmospheres. They settle on her collarbone, slide against her forearm, and pool around her feet with the ease of a second consciousness. The sarees—delicate, airy, tactile—convey a quiet luxury rooted in craft rather than spectacle.

What is particularly striking about this visual narrative is the choreography of bodies and objects: a vintage portrait painting leaning in the background, a carved wooden chair bearing the weight of contemplation, petals resting like soft punctuation on polished wood. These objects do not serve merely as props; they feel like characters with memory. They anchor the photographs in a world where history is not something relegated to the past but something breathed into the present moment.

The model—a woman with natural, unembellished beauty—moves through this space with the presence of someone who does not need to be seen to feel significant. Her expressions oscillate between introspection and surrender. She rests her head on a table strewn with flowers, not as an act of fatigue but a gesture of communion. In another frame, she gazes out of a sunlit window, wrapped in a saree speckled with earthy terracotta dots, as though listening for stories carried on the afternoon breeze. There is an unspoken lyricism in the way she holds her own solitude.

And that is perhaps what makes this spread so compelling: its refusal to dramatize. There is no theatrical lighting, no flamboyant accessories, no ostentatious hair or makeup. Instead, the mood is guided by natural light—the way it slips through patterned windows and dapples the woman's skin, creating an interplay of shadow and shimmer. The lighting becomes its own language, one that whispers rather than pronounces.

In fashion photography, a lack of adornment is often mistaken for simplicity. But here, restraint becomes richness. The garments, though soft in palette, are layered with nuance: the gold border of a Kerala kasavu saree catching faint sunlight; the sheer linen drape embroidered with subtle polka dots; the handloom textures that speak a dialect known only to those who understand the intimacy of craft. These sarees celebrate the complexity found in quiet things—the kind that demands a slower, more attentive kind of looking.

The jewellery—a pair of traditional temple-style earrings—appears sparingly, like a moment of punctuation in a sentence composed largely of breath. Their presence feels intentional, not decorative: a nod to heritage, a whisper of lineage, a reminder that identity is woven from both the seen and the unseen.

What elevates this editorial beyond visual beauty is its emotional temperature. Each image feels like an allegory of modern womanhood—its softness, its solitude, its strength. There is something profoundly feminist in the autonomy of these moments. The woman is not performing beauty; she is inhabiting it. Her introspection becomes its own revolutionary gesture in a world that constantly demands performance.

The spread leans into the quiet confidence that women carry—the kind that does not need articulation. The kind that is formed in the spaces between tasks, between conversations, between expectations. In a culture obsessed with efficiency and productivity, these images reclaim rest as a sacred ritual. They remind us that contemplation is couture, that presence itself can be a form of luxury, and that slowness—when chosen—is a discipline of self-respect.

The interplay between the old-world setting and the contemporary sensibility of the styling creates a visual dialect that feels distinctly Indian yet globally resonant. There are echoes of heritage: the brass lamp hanging by the window, the carved furniture, the sepia-stained portrait of an elder whose presence lingers. But there is also modernity in the editorial's minimalism—in the bare shoulders, the natural curls, the uncluttered mise-en-scène. This dialogue between eras is seamless, suggesting that tradition and modernity are not binary, but complementary threads woven through the same textile. We are witnessing not nostalgia, but continuity.

The spread's most intimate frames are those where the woman leans into her own thoughts—her elbow resting lightly on a wooden table, her fingers touching her lips in a gesture that seems to hold a thousand unspoken reflections. These are the images that feel novel in fashion photography: not the dramatization of femininity, but the documentation of a woman thinking. A woman resting. A woman breathing. A woman inhabiting a moment without needing to produce, perform, or please. ■

CREATIVE DIRECTION & PHOTOGRAPHY **MARAN RAJAPANDIAN** | MODELS **AMRITHA PADMAKUMAR & ANJALI GOPAN** | STYLING & ART DIRECTION **SHRUTI NAIR** | BRAND **ANKA**

THE ART OF THE RETURN

RAJAT BEDI'S re-entry, through Netflix's Bads of Bollywood, is not just a comeback—it is a reclamation of identity, craft, and generational legacy!

In a year where Bollywood has mastered the art of the reboot, revival, and reinvention, one comeback has risen above the noise—not with grandiosity, but with a strange, irresistible charm. Rajat Bedi, the once-fiery villain of Koi… Mil Gaya and the tall, brooding leading man of early-2000s cinema, returns to the mainstream after nearly two decades outside the limelight. His re-entry, through Netflix's Bads of Bollywood, is not just a comeback—it is a reclamation of identity, craft, and generational legacy.

Sitting across from him, there is no sense of the distance those missing years might have created. He exudes a vibrant blend of humility and humour; a mix of nostalgia and newfound conviction. He speaks with the fluidity of a man who has loved cinema, resisted it, been bruised by it, and ultimately found his way back to it—all with his signature sincerity intact.

THE CALL FROM CANADA THAT REWROTE HIS DESTINY

When asked how it felt to step into a high-profile role after a prolonged hiatus—and after years of seeking the "right" comeback—Rajat's answer feels like the opening scene of a cinematic fairy tale. "I'd been trying to return for years," he says. "I approached people… things just didn't work out. But now when I look back, I feel it was meant to be. Aryan was looking out for me." He remembers being in Canada, far from Mumbai's frenetic pulse, when he got the call—Aryan Khan wanted to meet him. Not for an acting role, but because Aryan, to his surprise, was making his directorial debut. "I thought he should be starring in a movie—he's Shah Rukh Khan's son, after all," he laughs. "But he was debuting as a director. And the role he offered me… it was carved specifically for me." The return wasn't just professional—it was deeply personal. Rajat found himself not only acting opposite Shah Rukh Khan, but performing with him on stage during the press launch skit for the show. "That was my biggest achievement," Rajat says, eyes softening. "Being in front of SRK… acting with him… that was unreal. And my family walked the red carpet for the first time. Today, they're getting so much love globally. It's unbelievable."

HIS CHARACTER: A MIRROR, A MEMORY, A METAMORPHOSIS

What Bads of Bollywood demanded from him was subtle: a character balanced precariously between comedy and drama. Not a caricature. Not a spoof. A man textured with pain, charm, naivety, and resilience. And Rajat didn't need to look far for emotional raw material. "My life has been full of ups and downs," he explains. "There's been pain, happiness, struggle… all of that goes into my performances. And honestly, the audience sees a lot of the real me in Jairaj." His daughter, he adds, acknowledged this resemblance just the night before. "She told me, 'Papas, Jairaj Saxena is you.' And she's right—I'm that guy who makes fun of himself. I have that funny bone." This self-deprecating humour, blended with years of lived experience, has imbued his performance with something simultaneously entertaining and empathetic. A bridge between nostalgia and modernity; between the Bollywood he left and the Bollywood he returned to.

A LEGACY THAT RUNS IN THE BLOODSTREAM OF CINEMA

Behind every actor is a story. Behind Rajat, there is a lineage. His grandfather, Rajinder Singh Bedi, is one of Indian cinema and Urdu literature's most revered names—a writer, producer, director, and a Padma Shri awardee, whose works stood shoulder-to-shoulder with giants like Manto and Sahir Ludhianvi. "I feel privileged to come from such a legacy," Rajat says. "My grandfather worked with Prithvi Raj Kapoor, Raj Kapoor… he was loved in India, Pakistan, even Russia." But he lost his father at nine, and his grandfather at eleven. "I have memories—but not the memories of his success years. Still, he inspires me. I want to carry his legacy forward. I'm the third generation, and my son will soon be the fourth." This quiet pride in his lineage is palpable—not boastful, but foundational. His return feels less like an individual milestone and more like a restoration of heritage.

REAL LIFE AS THE GREATEST ACTING SCHOOL

Fifteen years outside the industry gave Rajat something no training institute could—perspective. Living in Vancouver , entering real estate development, enduring both personal turmoil and personal triumphs… these experiences enriched his emotional vocabulary. "Real life struggles add depth to performances," he says. "Pain, happiness, chaos—they all reflect in the character." In Bads of Bollywood, he experienced the rare gift of portraying multiple emotional registers—anger, comedy, vulnerability, affection. He credits Aryan for writing a character with such an expansive arc. >>

THE PRODUCER'S EYE: BETWEEN ART AND AUDIENCE

Rajat's time behind the camera, particularly with culturally rooted stories like Lajwanti, sharpened his artistic sensibilities. "Lajwanti is one of my grandfather's most iconic stories," he shares. "The television adaptation was close to our family's heart. Even today, the story deserves a film. It's one of those narratives that must be told." His experience producing Golgappe, a Punjabi remake of the Malayalam classic Ramji Rao Speaking, gave him insight into comedy—timing, rhythm, and tonal balance. "I discovered my comfort with comedy there," he says. "Sameer Kang and Binnu Dhillon helped me a lot. I realised I could be versatile."

THE ACTOR TODAY: EVOLVED, ENRICHED, AND READY

From villains to innocent men caught in chaos, from accidental comic timing to emotional gravitas—Rajat has tasted many flavours of performance. Which role challenges him most today? "Comedy," he admits without hesitation. "It's all about timing. Negative roles are also challenging—they're performance-heavy. But I enjoy the process. I adapt. I listen to the director. Their smile—that's my biggest reward." He now passes this philosophy to his son, who is preparing for his own cinematic debut.

THE BODY AS A TOOL, THE MIND AS A WEAPON

His commitment to fitness is not vanity—it's vitality. "Being fit keeps you mentally strong," Rajat says. "And acting requires immense mental strength. My whole family works out. It keeps us positive." Action roles, he confesses, are "the most natural" for him. "I've done action all my life. My height, my build—it just works. But comedy now comes easy too. I'm ready for any genre."

THE GLOBAL BOLLYWOOD LANDSCAPE: A NEW CHAPTER

With Hindi content increasingly available on global platforms, Rajat sees new opportunities to shape perceptions. "Bads of Bollywood is my first Hindi project in twenty years," he says. "And the response has given the industry confidence in me again. I want to take on roles that bring joy to people, roles that travel across borders."

A COMEBACK OF CONVICTION

Rajat Bedi's story is not a return; it is a renaissance. A man who left cinema but never lost it. A legacy keeper. A student of life. A performer reborn through humour, hardship, heritage, and hope. His comeback wasn't orchestrated—it was aligned. Not loud—yet unforgettable. And if his journey is any indication, Rajat Bedi's second act won't merely be successful—it will be soulful, surprising, and spectacularly worth the wait. ■

Living, Dressing, & Becoming

"I LIKE TO WEAR MY CLOTHES—MY CLOTHES DON'T WEAR ME,"
- ROSHNI

There are women who dress well, and then there are women who translate dressing into a philosophy—a lived archive of mood, movement, culture, and conviction. Roshni, the Dubai-based style savant and fitness devotee whose Instagram presence reads like a masterclass in contemporary personal aesthetics, belongs decisively to the latter. In conversation with Popp Dapp, she reveals a world where couture meets cardio, where Jaipur cotton meets Saint Laurent, and where identity is not only worn but consciously curated for a life that values wellness, elegance, and emotional clarity in equal measure.

What emerges from her narrative is a portrait of a woman who has found her voice in her 40s—not through reinvention, but through a deep, unshakeable comfort with her own rhythm. "I like to wear my clothes—my clothes don't wear me," she says, distilling decades of evolution into a single, luminous sentence. For her, fashion has become a language of self-possession, sharpened by discipline and softened by joy. At the core of her aesthetic lies an unbending loyalty to two words: fitness and comfort. Everything else, she insists with enviable ease, "just flows." >>

THE BODY AS MUSE, MOVEMENT AS PHILOSOPHY

In a world obsessed with aesthetics that often crumble under pressure, Roshni offers a refreshing equilibrium. She speaks openly about indulgence—gelato, French fries, the small luxuries that give texture to a disciplined life—yet her response to these pleasures is neither self-critique nor remorse. Instead, she simply walks them off. “Walking is golden!” she laughs, making it sound like a secret the world has forgotten. For her, movement is not punishment but privilege, a daily practice of recalibration. That sense of physical freedom bleeds into emotional resilience. The gym, for Roshni, is not a battleground but a sanctuary. “Adrenaline is the best antidepressant,” she insists. When the world feels heavy, she heads not to a spa or a retreat but to the treadmill or a patch of grass. In her worldview, the human body—unadorned, unfiltered—is the most democratic tool for survival and self-restoration.

DUBAI: THE CITY THAT DRESSES YOU BACK

To understand Roshni’s style, one must understand Dubai—a city where ambition rises in metallic planes, where cultures intersect freely, and where even a hoodie carries a whisper of glamor. “We are all so well groomed,” she says warmly, describing what it means to live in a metropolis where hair, nails, and poise are almost civic responsibilities. But her admiration isn’t rooted in extravagance; it’s drawn from the city's remarkable comfort, its meticulous planning, and above all, its multicultural grace. Dubai is, for her, not just home but inspiration. Its skyline, its people, its contradictions—all feed into her visual narrative. “It’s a melting pot of beautiful cultures,” she says. In her wardrobe, this becomes a seamless cosmopolitan cocktail: Indian textiles, Middle Eastern silhouettes, Western tailoring, and an unmistakable Roshni signature that pulls it all together.

THE CURATOR OF MOODS, MEMORIES, AND MOMENTS

When asked what inspires her, Roshni responds with a kind of playful sincerity that reveals both depth and delight. Her roots, she says, are always present. She may stride into a dinner party in a YSL blazer and Polki chandbaalis, but at home she’s wrapped in Jaipur cotton block-print pajamas. At the beach or mall with her children, she slips into tracks and kolhapuris. Her life is an ongoing study in contrasts—quiet luxury meets desi nostalgia, couture meets comfort, monochrome lines meet vibrant tradition. This curation is not accidental. It is intuition trained over years, shaped by art, cinema, history, and the ordinary poetry of street life. She builds looks like others build memories—with layered emotion and subtle intention.

ON VOGUE, ICONS, AND IDEALS

Though she didn’t specify a singular Vogue editorial that changed her life, Roshni’s admiration for the magazine hints at a lifelong conversation with fashion’s grand narratives. Vogue, after all, isn’t merely a publication; it is a cultural oracle, a theatre of ideals, a mirror reflecting who we are and who we dare to be. For someone like Roshni—who dances effortlessly between worlds—its legacy is less about aspiration and more about alignment. The Vogue woman is confident, contradictory, bold, and beautifully complex, much like her.

THE QUIET POWER OF RITUAL AND SOLITUDE

Despite her presence in fashion circles, her relationship with community is deeply selective. “My training sessions are sacred,” she confesses. She prefers working out at home, surrounded only by music and her own energy. For her, mornings are not social hours—they are sacred hours. They set the tone, the intention, the mental choreography of the day. This practice, more than any trend or garment, is what gives her confidence an unshakable foundation.

SUSTAINABILITY, CURATION, AND THE LUXURY OF THOUGHTFULNESS

As a curator of trunk shows, Roshni has a front-row seat to how women today are shifting their consumption habits. The “fast fashion fever” of the 2010s is giving way to a more thoughtful, emotionally intelligent era of buying. Women take their time now. They choose pieces not just for occasions, but for identity. “They love to use old with new,” she says—a philosophy she embodies in her own styling. For her, sustainability isn’t about austerity or sacrifice; it’s about consciousness. It's about honoring craftsmanship, investing in timelessness, and allowing garments to carry stories instead of just labels.

RISK, REINVENTION, AND THE JOY OF EXPRESSION

When asked about fashion risks, she shrugs with effortless charm: “Nothing so serious—I don’t take it all so seriously.” Fashion, for her, is play. It’s joy. It’s belting up men’s shirts and kurtas, pairing neon Manolos with silhouettes that shouldn’t work but somehow do. It is expression without apology. Feminine and fierce—her mantra, her method. >>

THE FUTURE OF STYLE, WELLNESS, AND SELFHOOD

If the present is about alignment, the future, for Roshni, is about longevity. “Wellness and longevity is everything now,” she says with conviction. The next five years, she believes, will redefine the way we spend our money, our time, our emotional bandwidth. Style will merge even more deeply with wellness; fashion will become less about appearance and more about vitality. What she hopes people understand about her in the years to come is simple yet profound: she is a woman continually evolving, continually learning, continually choosing a life where joy is intentional, elegance is personal, and wellness is non-negotiable.

Roshni’s story is not just one of fashion. It is a blueprint for living beautifully and thoughtfully in a world that often asks us to choose between discipline and desire, heritage and futurism, individuality and community. Through her lens, we see a life where these binaries collapse—where a woman stands at the center, wholly herself, wearing her truth with pride, power, and unmistakable style. ■

THE FEMINIST CO-VISIONARY

Sustainability has become the accessory du jour—tacked onto branding decks, marketing campaigns, and corporate manifestos—there emerge, every so rarely, individuals for whom ethics aren't an aesthetic but a pulse. **Shreya Ghodawat** is one of those rare forces. A climate justice advocate, youth diplomat, vegan entrepreneur, and the unmistakable voice behind Sustainable Tea with Shreya, she stands at the intersection of compassion and contemporary culture, weaving a philosophy where activism becomes aspiration, and ethics become elegance.

There is a softness to her presence—gentle in cadence, crystalline in intention—that belies the steel of her convictions. In her world, kindness isn't a sentiment; it's an infrastructure. And as she folds her hands thoughtfully between responses, one realizes that she isn't merely advocating change; she's meticulously constructing a blueprint for a kinder planet. >>

THE AWAKENING OF A FEMINIST ECO-WARRIOR

For Shreya, justice wasn't a discovery—it was a birthright. Long before she encountered academic frameworks or activist language, she instinctively recognized the discrepancies that governed the world around her. "Even as a child," she reflects, "I knew the rules were different for girls and boys." It was in those early dissonances that the seed of her feminism sprouted, even if the vocabulary arrived later. The true metamorphosis came in a classroom at the National University of Singapore, amid a discussion on the Sociology of Food. Her professor posed a deceptively simple question: "Why are humans the only mammals who drink milk from another species?" It was as if someone had flung open a window in her mind. In that moment, threads that had long drifted around her—environmentalism, social hierarchies, gendered violence, and animal exploitation—suddenly wove themselves into a single tapestry. She understood, with almost spiritual clarity, that justice could not stop at the human species. And with that, her life pivoted.

THE PURPOSE THAT POWERS HER MULTIHYPHENATE UNIVERSE

Entrepreneur. Feminist. Youth Ambassador. Podcast host. Activist. The titles orbit Shreya like satellites, but she insists they all revolve around a single axis: advocacy. "Entrepreneurship became the vehicle," she says. "Advocacy is the engine." Her north star is deceptively simple: to speak for animals and champion a kinder planet. But its simplicity is its strength. Every podcast episode, every youth forum, every brand collaboration loops back to this singular promise she's made to herself—to challenge the normalization of animal suffering and to build a cultural lexicon where compassion holds primacy. Over time, she has learned that activism is not about who shouts the loudest. It is about who constructs the most resonant narrative. When someone messages her saying, "I stopped buying leather because of you," she doesn't measure impact by numbers but by ripples—each one a quiet revolution. >>

CURATING CONVERSATIONS THAT SHIFT CULTURE

Sustainable Tea with Shreya was born from rebellion. The verdict from advisors was unanimous—"Don't do it. Sustainability won't sell." So she did it anyway. Her criteria for guests is unshakably clear: integrity. "We bring voices who are doing honest, values-driven work," she explains. Heads of state, artists, doctors, designers—each one invited for their authenticity, not their follower count. The challenge of sustainability storytelling lies in balancing urgency with accessibility, but Shreya is fluent in both. For her, sustainability isn't a lifestyle downgrade but an invitation to harmony. "I want people to feel that sustainability is freedom," she says. "It's joy, intention, and alignment." If even one listener walks away inspired to make a small change, she considers the mission accomplished. Her podcast isn't just content; it's cultural composting—cultivating ideas that bloom slowly but surely.

THE MANY LANGUAGES OF ACTIVISM

Perhaps the most transformative insight she's gleaned from her guests is this:

There is no singular path to change. Activism, she has learned, is an ecosystem that needs every species within it. "We need the scientists and the storytellers," she says. "The policymakers and the poets." Her voice warms as she describes the symphony of global activism—logic and love, data and emotion, protest and poetry coexisting in the same breath. This mosaic approach to change has become part of her DNA, proving that movements are strongest when they are multifaceted, inclusive, and emotionally intelligent.

THE PRICE OF PRINCIPLES—AND THE POWER OF SAYING NO

Shreya has declined brand deals that would make most entrepreneurs pause, gulp, and reconsider their ethics. But her equation is non-negotiable: profit cannot supersede principle. Even in fashion—where she effortlessly merges glamour with governance—her stance is clear: if the choice is between animal leather and synthetics, the answer is always non-animal. "Animal leather is coated in plastic too," she says. "Except it also costs a life." For her, credibility compounds. The brands that matter, she believes, will always find their way to those who stand firm.

REDEFINING SUCCESS IN A BROKEN WORLD

It's difficult for her to speak about success without acknowledging the staggering reality: the world kills nearly 100 billion land animals every year. "Until that changes," she admits, "I'll never feel like I've truly won." But she recognizes the invisible victories—the messages, the shifts, the softened hearts. Success, to her, is measured in transformation, not accolades. It lies in the vocabulary she expands—in the number of people who begin to say "vegan," "cruelty-free," or "sustainable" because of her influence. She counts wins not in applause but in awakening.

A YOUTH DIPLOMAT WHO DOESN'T MERELY OCCUPY SPACE—SHE RESHAPES IT

As Youth Ambassador for Plant Based Treaty and ProVeg International, Shreya enters global policy arenas with a triple force: youth, womanhood, and the Global South. These identities aren't hurdles—they are powerhouses. "Youth aren't symbolic," she says firmly. "We're transformative." At climate forums, she has seen young voices shift language in policy drafts simply by humanizing the issue—by marrying data with narrative. "We're not the leaders of tomorrow," she says. "We're the conscience of today."

THE LEGACY SHE DREAMS INTO BEING

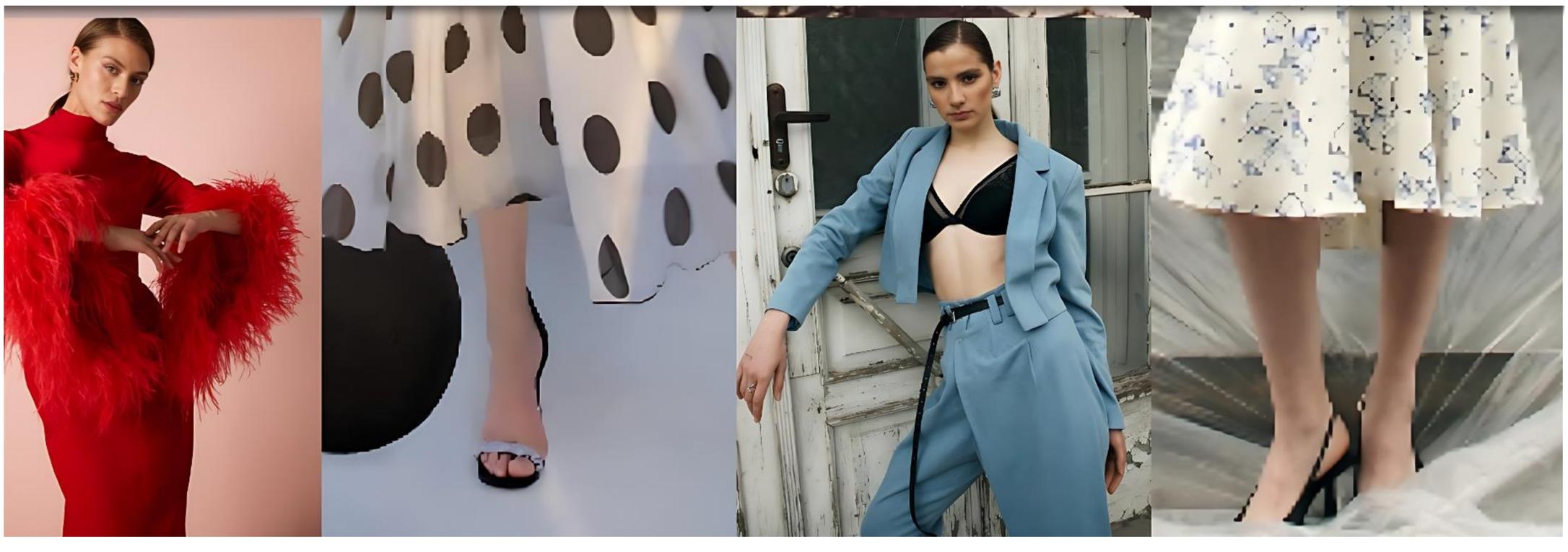
When asked how she wishes her legacy to be written two decades from now, her answer is a whisper of grace: "I hope my legacy is measured in empathy." She envisions a world where animals are recognized as sentient beings with rights, where factory farming is a relic of a more primitive era, where philanthropic funds regenerate ecosystems instead of extract from them, and where kindness becomes the currency of culture. Her mission? To make ethics irresistible.

To make sustainability seductive. To remind us that compassion is the most radical form of rebellion. Shreya Ghodawat does not merely advocate for a better world; she embodies its possibility. Her work is a mirror reflecting who we could be if we dared to live with intention, courage, and tenderness. And in that reflection, the future looks luminous.■

THE LUXE OF DISCERNMENT

At a time when luxury is increasingly measured in fleeting virality and the loud choreography of trends, **The Luxe Maison—helmed by TLM Consultancy's visionary founders, Niyoshi Shah and Aashumi Mahajan**—speaks in a deliberate, elegant whisper. It is a whisper that travels far: from ateliers in Paris to craft clusters in Kutch, from Tel Aviv's laboratories to Dubai's looms. Theirs is a brand that doesn't merely curate luxury; it interrogates it, reframes it, and restores meaning to a word that has been dangerously frayed at the edges.

If India is the cultural force shaping tomorrow's global aesthetic, TLM is the interpreter—the bridge that translates intuition into identity, heritage into global relevance, and craftsmanship into a contemporary lexicon. In an exclusive conversation, Shah and Mahajan reveal how they are sculpting a new ideology of luxury: thoughtful, patient, discerning, and quietly radical.



THE INDIA THAT THINKS, NOT JUST MAKES

NIYOSHI SHAH | To listen to Niyoshi Shah speak of India is to be reminded that cultural confidence is its own form of couture—meticulous, rooted and timeless. “India’s excellence in couture and craftsmanship is now undeniable,” she begins, her tone measured yet aflame with conviction. “But what remains overlooked is that India isn’t just a maker of beauty—it is a thinker of beauty. Taste itself is an Indian emotion.” It is an audacious idea, yet one that feels entirely natural coming from Shah. Having worked in luxury PR with India’s most formidable couturiers, she has long inhabited the space where narrative, heritage and aspiration converge. With The Luxe Maison, she expands that space into a cultural manifesto. “We all grew up with handmade objects,” she explains. “For us, craftsmanship isn’t rarefied—it’s familiar. Indians know the difference between decoration and refinement instinctively.” TLM, then, becomes an ideological bridge: global luxury informed by Indian discernment. “At our website, India gets the best of the world—and the world gets the best of India.” The platform positions India not merely as a repository of artisanship but as a curator of global taste—a shift in narrative that echoes across continents.

THE POWER OF STORY, THE PERSISTENCE OF LEGACY

Shah’s early years in PR taught her something unshakeable: the product is the protagonist, but the story is the soul. “You can never sell a weak product,” she states plainly. “But even the finest creation needs a narrative that connects.” She cites Dior under Maria Grazia Chiuri and Sabyasachi’s global ascent—brands rooted in legacy, yet fluent in the language of a younger world. “The youth decide what is ‘in.’ Their cultural confidence shapes the perception of luxury.” It is this philosophy that defines TLM’s approach to emerging designers. “The product must have integrity. But the presentation must speak to today—its activism, its aesthetic risks, its desire for individuality.” Here, luxury becomes less about lineage and more about relevance. Less about nostalgia, more about evolution.

THE MODERNITY OF SLOWNESS

In a luxury landscape ruled by algorithmic churn, TLM’s refusal to bow to seasons is almost rebellious. Yet Shah insists that slowness, when done right, feels alive. “A product with integrity never loses relevance,” she says. “We simply renew its context.” A handcrafted sari may be photographed with sculptural lighting; a timeless dress might be recast through a contemporary narrative. The core remains unchanged; the lens evolves. “Luxury today isn’t about speed,” she says. “It’s about staying power.” The Luxe Maison’s collections exist in a fluid state—not replaced, but reinterpreted. It is a philosophy both modern and meditative, rooted in the belief that what is timeless can always be made new. Asked to define TLM as literature, Shah pauses before offering a line worthy of an epigraph: “Luxury that transcends fashion’s clock, curated to remain relevant as you evolve.”

THE TECHNOLOGY OF TASTE, THE INTUITION OF ELEGANCE

AASHUMI MAHAJAN | If Shah is the philosopher of TLM, Aashumi Mahajan is its architect—quietly pragmatic, digitally fluent, and acutely aware of the psychology of luxury. When she entered the e-commerce arena, India was still skeptical of buying couture online. Today, that reluctance has evaporated. “Trust has transformed everything,” she explains. “A powerful image, a credible narrative, seamless service—today, that is enough.” The modern Indian luxury consumer is visual, intuitive and confident. Technology, once the disruptor, is now the gateway to infinite aesthetic worlds. But where many fear technology will sterilize luxury, TLM uses it as a concierge—not a command center. “Technology becomes cold only when it replaces thought,” Mahajan says. “We use it to extend our intuition, not override it. Algorithms cannot feel resonance. Humans can.” It’s a philosophy that keeps TLM’s digital corridors warm—algorithmic precision guided by emotional intelligence.

THE QUIET REVOLUTION OF COMFORT

Motherhood has subtly reshaped Mahajan’s perception of what luxury means. “I see luxury not as excess,” she says gently, “but as ease.” Comfort—emotional and physical—has become her new gateway to authenticity. “Only when you feel grounded can you truly feel luxurious.” This shift is reflected in how she curates: pieces that are thoughtful, nurturing and profoundly human.

THE JOY OF DISCOVERY AND THE MAGIC OF NICHE

Unlike platforms that spotlight global behemoths, TLM revels in the thrill of discovering unknown brilliance. From Dead Sea skincare in Tel Aviv to artisanal footwear in Portugal, from Dubai’s luxurious linens to India’s quiet craft clusters—TLM’s world is stitched with serendipity. “One of my favorite moments,” Mahajan recalls, “was watching a client respond to a Tel Aviv skincare brand. The delight in her eyes reminded me why discovery matters.” Here, curation becomes communion—a moment of recognition between artist and admirer.

TRAVEL AS THE ULTIMATE CURATOR

For the Mahajan sisters, travel isn’t leisure—it is research, ritual, and revelation. “Every journey teaches us something about taste,” she says. “The way culture influences creativity. The way artisans speak through their work.” TLM becomes the bridge, translating remote craftsmanship into global desire. “We create intimacy between artisans and consumers who will never meet,” she says. “That emotional connection is what makes global craftsmanship meaningful.”

THE FUTURE, CURATED

What Shah and Mahajan have built is more than a platform. It is a counterculture—a resistance against disposability, speed, algorithmic sameness and the tyranny of trend cycles. TLM champions the twin luxuries of our era: thoughtfulness and discernment. In a world obsessed with newness, they argue for nuance. In a world fixated on virality, they insist on value.

In a world ruled by noise, they choose intention. And in doing so, they remind us that true luxury has never been about complexity—it has always been about clarity. A clarity that whispers, quietly yet unmistakably: THIS IS TASTE. THIS IS TIME. THIS IS THE LUXE MAISON. ■

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