



LABBADA



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# ABOUT THE BRAND

At the heart of LABBADA lies a quiet depth of inspiration—an innate artistry shaped by instinct and intention. LABBADA is shaped by a philosophy that transcends trend and season, rooted in refined craftsmanship and considered design.

Founded in 2012 by designer Charu Anand, after building a strong domestic presence and deep expertise in high-end embroidery, the brand enters its next chapter with a focused global expansion. The updated direction introduces a streamlined, production-ready approach – still informed by couture sensibilities and a commitment to enduring elegance.

TIMELESS  
DESIGN

EVERYDAY  
ELEGANCE

ARTISANAL  
DETAILING

*Crafted for presence, designed to endure.*





## BRAND PHILOSOPHY

LABBADA is created for the woman who is captivating, confident, and self-possessed—someone whose presence is felt without assertion.

The brand brings together audacious silhouettes and refined embroidery in a language that is deliberate and restrained. Craft is never decorative, it is integral. Each detail exists to enhance form, proportion, and wearability.

LABBADA is rooted in a distinctive personal style that values longevity over novelty. Classic forms are revisited with modern sensitivity, resulting in pieces that feel intuitive, relevant, and enduring.

The philosophy is guided by intention rather than trend. Garments are designed to integrate seamlessly into a woman's wardrobe—worn often, lived in fully, and returned to across seasons. Elegance, at LABBADA, is quiet, assured, and deeply considered.

*A refined expression of modern femininity.*

# THE HANDCRAFTED DIFFERENCE



We believe, an exquisite hand-embroidered ensemble brings a sense of uniqueness to any day that a standard expensive fabric cannot replicate, each stitch carries the warmth of human touch, emotion, and quiet distinction.

The personalisation that comes with embroidery speaks that someone took the time to hand-place every bead and thread onto your garment. And we want to add that specialness to your everyday wardrobe.

*Made with intention and details that add quiet distinction to everyday dressing.*





LABBADA



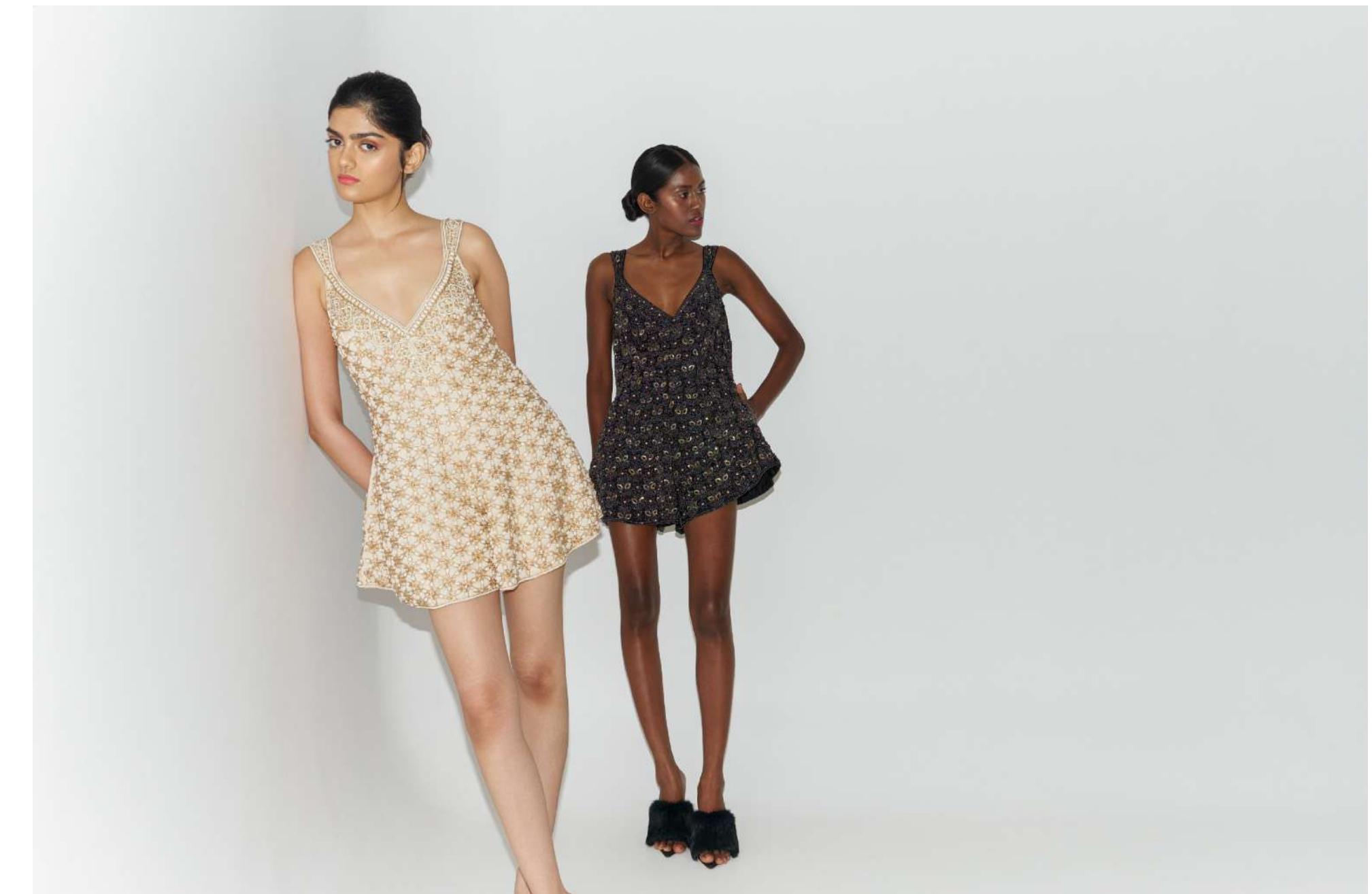
## BRAND VISION



We take a curated approach to creating long-lasting, trans-seasonal pieces, our vision is to make luxury more accessible through contemporary pricing.

We hope to become a staple in every woman's wardrobe, offering pieces that make her feel truly special in everyday wear.

LABBADA believes elegance should be felt more often than reserved. The brand designs everyday garments that feel special and considered for women across a broad and inclusive audience.



*LABBADA envisions a wardrobe that is built slowly, worn often, and kept forever.*

# BRAND VALUE

Integrity, responsibility, and respect guide every part of our process. We consider ourselves a conscious brand and strive to integrate sustainable practices into our process. We do not believe in killing animals for aesthetics, so we don't use any leather or fur.

Our approach focuses on slow fashion and timeless aesthetics to ensure longevity. We utilise high-quality fabrics to create pieces that remain relevant across seasons.

Our responsibly-run operation employs locals, securing their craft and more importantly their livelihood. We ensure a fair wage for them, and an honest price for you. Our brand has developed long-lasting relationships with our craftsmen and suppliers, and our company works to ensure that every team member who touches the clothing is treated respectfully with fair wages and socially compliant working conditions. Our collections are carefully crafted in an ethical workshop, located in Mumbai.

ETHICAL

CONSCIOUS

THOUGHTFUL

*Integrity at every stage of creation.*



# LOOKBOOK SS'26



# LOOKBOOK SS'25



# PRESS & FEATURES



**BIGMOOD**

## LABBADA

LABBADA stands out in the contemporary fashion scene as a brand that champions elegance through craftsmanship. Founded in Mumbai by designer Charu Anand, a former student of the National Institute of Fashion Technology, the label celebrates bold, magnetic femininity by blurring the lines between the traditional and the modern. Known for its bold, hand-embroidered pieces, a blend of traditional and modern sensibility. Headquartered in Bandra West, LABBADA creates collections characterized by clean lines, premium fabrics such as lining satin and mulberry crepe, and meticulously handcrafted details that highlight the beauty of artisanal imperfection. Embracing the fashion industry's shift, the brand offers a new fast-fashion model, prioritizing pieces from an ethical atelier that nurtures talent and guarantees fair wages. Signature items include pleated tops, flowing slip dresses, and embroidered gowns — all designed to move seamlessly between occasions with natural elegance and character. Even in its latest collection, LABBADA continues to set the bar. LABBADA reinterprets traditional with a modern global look. Collaborations with London-based Black PR and features on platforms such as Pernia's Pop Up Shop reinforce its international appeal: a brand for women who value quality, ethics, and thoughtful design. Choosing LABBADA means investing in enduring luxury — garments meant to last, timeless pieces that reflect a growing appreciation for sustainable, mindful fashion.



**BIG MOOD MAGAZINE ( NOVEMBER/DECEMBER ISSUE 2025 )**



## Party favours

SHIMMERING SILHOUETTES AND TIMELESS TREASURES WORTH CELEBRATING

1. **ODDIVA** Tel: 0208 597 2744  
E: [oddiva@oddiva.co.uk](mailto:oddiva@oddiva.co.uk)

2. **ZARINA**  
E: [zarina@zarina-fabrics.com](mailto:zarina@zarina-fabrics.com)

3. **MARELLA X STELLA MAXWELL**  
Tel: 0800 111 4338 E: [marella@marella.com](mailto:marella@marella.com)

4. **MUNTHE**  
E: [munthe@munthe.com](mailto:munthe@munthe.com)

5. **AMELIA SCOTT**  
E: [amelia@scott-store.com](mailto:amelia@scott-store.com)

6. **XOXO**  
E: [hello@xoxo.shop](mailto:hello@xoxo.shop)

7. **FEMONIQ**  
E: [shop@femoniq.co.uk](mailto:shop@femoniq.co.uk)

8. **SAMANTHA SIEB**  
E: [info@samanthasieb.com](mailto:info@samanthasieb.com)

9. **AMPERAND PRAGUES**  
E: [info@ampersandpragues.com](mailto:info@ampersandpragues.com)

10. **BY MAELNE BIRGER**  
E: [maelne@maelnebirger.com](mailto:maelne@maelnebirger.com)

11. **SETON LONDON**  
E: [seton.london@setonlondon.co.uk](mailto:seton.london@setonlondon.co.uk)

12. **CHARLES**  
E: [charles@seacharles.co.uk](mailto:charles@seacharles.co.uk)

13. **HEATHER EVELYN**  
E: [heather.evelyn@fair.com](mailto:heather.evelyn@fair.com)

14. **LABBADA** E: [info@labbada.com](mailto:info@labbada.com)

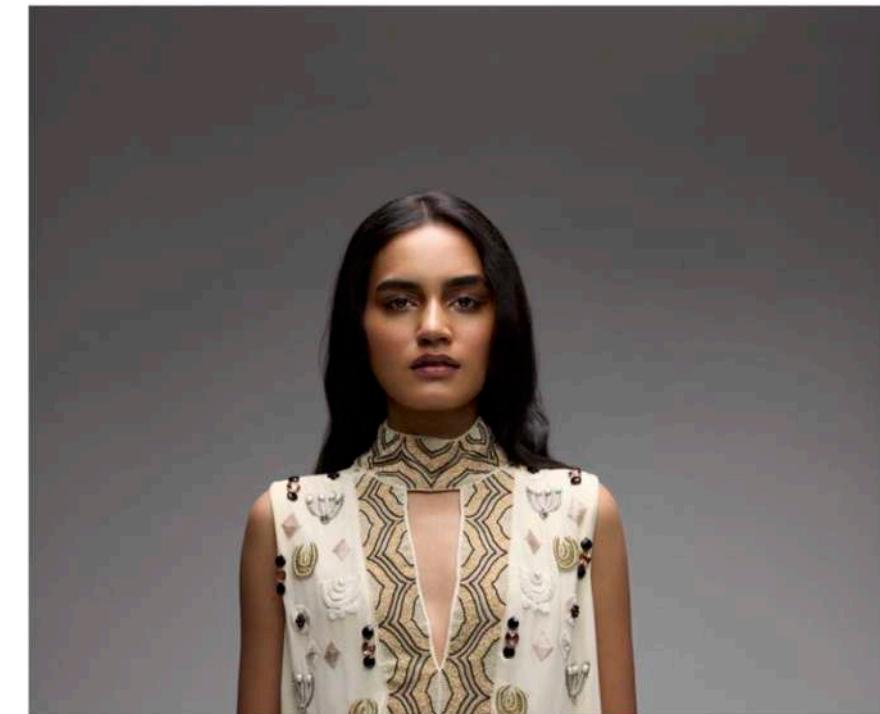


**BOUTIQUE MAGAZINE ( NOVEMBER ISSUE 2025 )**

**FWO**  
FashionWeekOnline.  
by RNWY

VIP AREA ▾ JOIN ▾ TICKETS ▾ CIRCLES ▾ MEMBER DIRECTORY ▾ FOR MODELS ▾ DATES ▾

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BLACK PR IS THRILLED TO INTRODUCE LABBADA: A CELEBRATION OF ELEGANCE, EMBROIDERY & EVERYDAY LUXURY

## Craftsmanship and Philosophy

At its core, Labbada is about creating garments that carry specialness into everyday wardrobes. Traditionally, hand embroidery has been reserved for ceremonial or festive wear — Labbada reimagines it as part of prêt-à-porter, pairing artisanal mastery with versatile, modern silhouettes. The collections highlight a balance of rich detail with wearable sophistication, offering pieces that are refined yet approachable, elegant yet effortless.

Operating from an ethical workshop in Mumbai, the brand maintains long-term collaborations with artisans, ensuring fair wages, respectful working conditions, and the preservation of traditional skills. Every stitch, bead, and thread represents a commitment not only to beauty, but also to social responsibility.

## Future Vision

As consumer values shift toward authenticity and mindful consumption, Labbada is positioned to grow as an accessible luxury label across continents. With a focus on quiet elegance, handmade artistry, and honest pricing, the brand aims to carve a space in the global luxury landscape while remaining true to its roots in craftsmanship and sustainability.

## About LABBADA

Founded in 2012 by designer Charu Anand, an alumna of NIFT Mumbai, Labbada is synonymous with elegance, vibrancy, and timeless design. Known for bold silhouettes enriched with hand embroidery and artisanal detailing, the brand creates garments that are both modern and enduring. Each collection is carefully crafted in Mumbai, India, reflecting the label's dedication to ethical production, handmade artistry, and heirloom-quality fashion.

##

**FASHION WEEK ONLINE MAGAZINE ( NOVEMBER ISSUE 2025 )**

Nikita David · 5 days ago · 4 min read

How LABBADA Is Redefining Luxury - Interview



Cover Image courtesy of Black PR

What was your relationship with fashion growing up? And what were your biggest influences?

I had a very humble upbringing without much exposure to fashion. My dad has always been the most fine dressed man I have known in my life. Throughout my childhood and even into my teens, my dad selected all my outfits when we went shopping. His choices were consistently classic and elegant dresses, often being bold with a unique twist. This early influence influenced me to develop a taste for maintaining a classy yet distinct personal style, and his selections were a major part of shaping my aesthetic as I grew up.

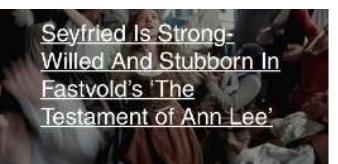
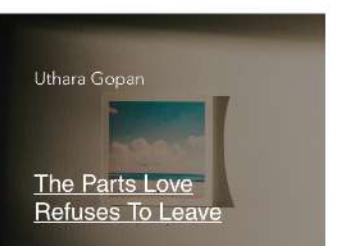


How does being based in Mumbai impact your work and your creative process?

Mumbai is a top fashion hub and home to so many factories where the likes of Dior and other internationally famed couture houses source their embroidery production. This facilitates us to have the right source of very skilled embroiderers and workmanship. Creatively, it's a delight working with people who already have a very multi-faceted work experience, starting from domestic traditional to more global western aesthetics.

In this latest collection, the idea of everyday sophistication and elegance seems to be central, why is this sort of accessibility to fashion important to you?

MORE

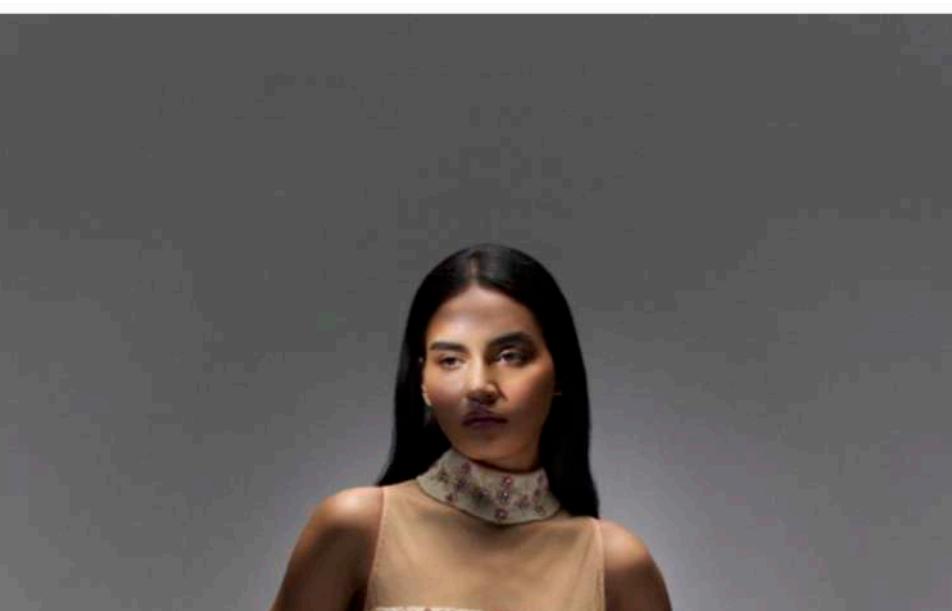


# MFS MIAMI FASHION SPOTLIGHT



17 hours ago — #FASHION MFS Editor

Where Elegance Meets Artistry



Introducing LABBADA: Handcrafted Luxury from Mumbai

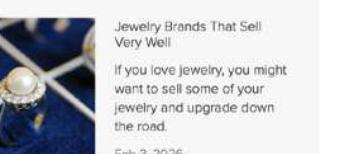


By PAGE Editor

Mumbai-based womenswear label **LABBADA**, founded in 2012 by designer Charu Anand, is redefining artisanal fashion for the modern wardrobe. Known for its handcrafted embroidery, timeless silhouettes, and artisanal details, the brand embodies elegance, individuality, and longevity, offering pieces designed to become heirlooms rather than fast-fashion staples.



LABBADA embraces slow fashion principles, utilizing high-quality fabrics, trans-seasonal color palettes, and a pre-order model that minimizes waste. The collection features hand-embroidered dresses, versatile separates, and modern silhouettes, each enriched with intricate artisanal touches that bring quiet luxury to everyday dressing.



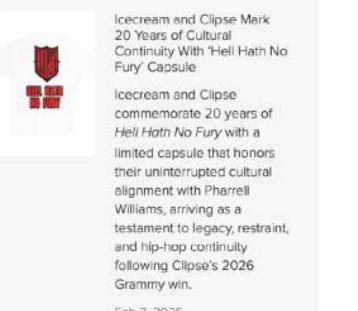
If you love jewelry, you might want to sell some of your jewelry and upgrade down the road.

Feb 3, 2026



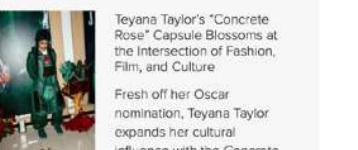
Studio Constance's charged Copenhagen debut wove leather, sheering, and sharp tailoring into a collection that asserted control, craft, and a defiant, female-empowered politics of the body.

Feb 3, 2026



Icecream and Clipse Merk 20 Years of Cultural Collage With Hell Hath No Fury

Feb 3, 2026



Teyana Taylor's "Concrete Rose" Capsule Blooms at the Intersection of Fashion, Film, and Culture

nomination, Teyana Taylor expands her cultural influence with the Concrete Rose Jordan Brand capsule, celebrating resilience, growth, and owning her power while blending fashion, film, and storytelling.

Feb 3, 2026



TOMS celebrates its 20th anniversary with The Joy We Share campaign, led by

Feb 3, 2026

# LABBADA

2, Florette, Pali Hill, Bandra (W),  
Mumbai, India.

**WWW.LABBADA.COM**

info@labbada.com

+91 22-31799016  
+91 98209 79253