

A woman with long dark hair is seated on a brown leather armchair. She is wearing a white, sleeveless, form-fitting dress with a subtle shimmer and a decorative, possibly beaded or sequined, neckline. Her left hand rests on the chair's backrest, and her right hand is placed on her lap. The background is a plain, light-colored wall. The word "LABBADA" is superimposed in the center of the image in a white, bold, sans-serif typeface.

LABBADA



ABOUT THE BRAND

BRAND PHILOSOPHY

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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.

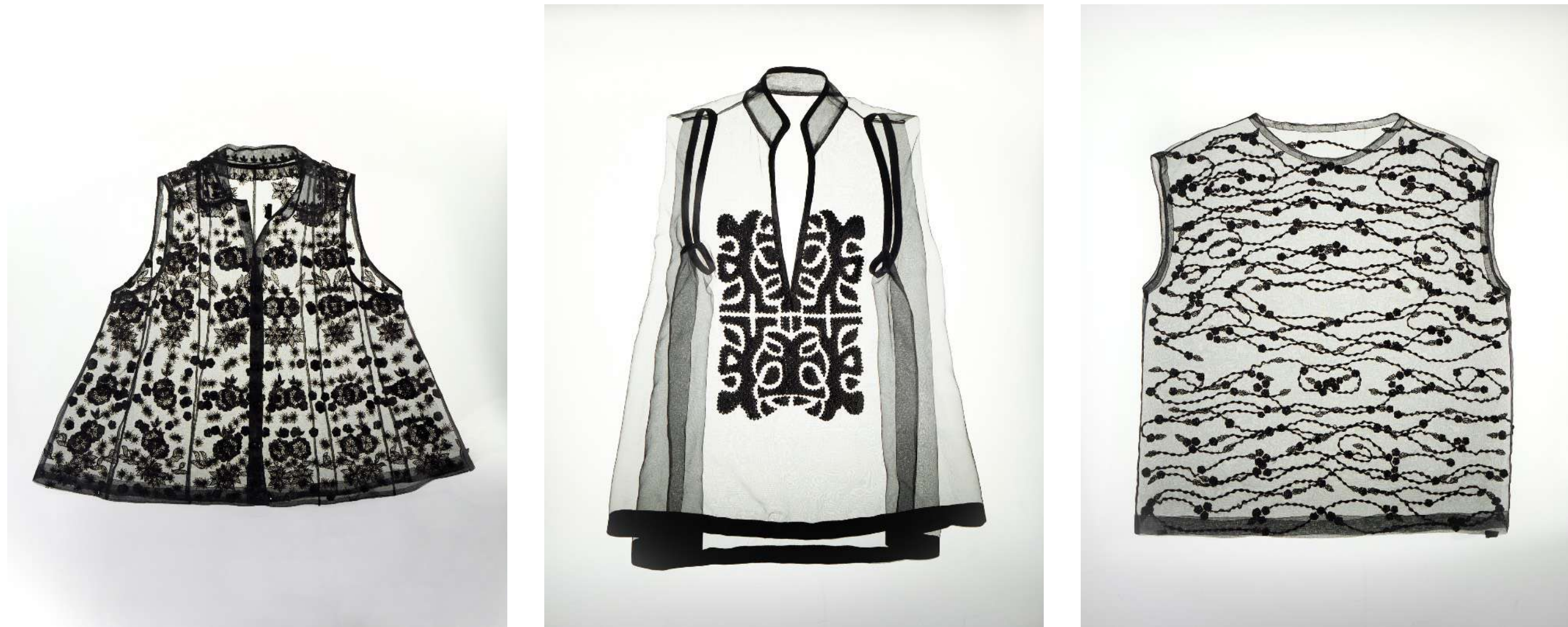
The brand brings together audacious silhouettes and refined embroidery in a language that is deliberate and restrained. Craft is never decorative, it is integral. Each detail exists to enhance form, proportion, and wearability.

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 FASHION

LABBADA

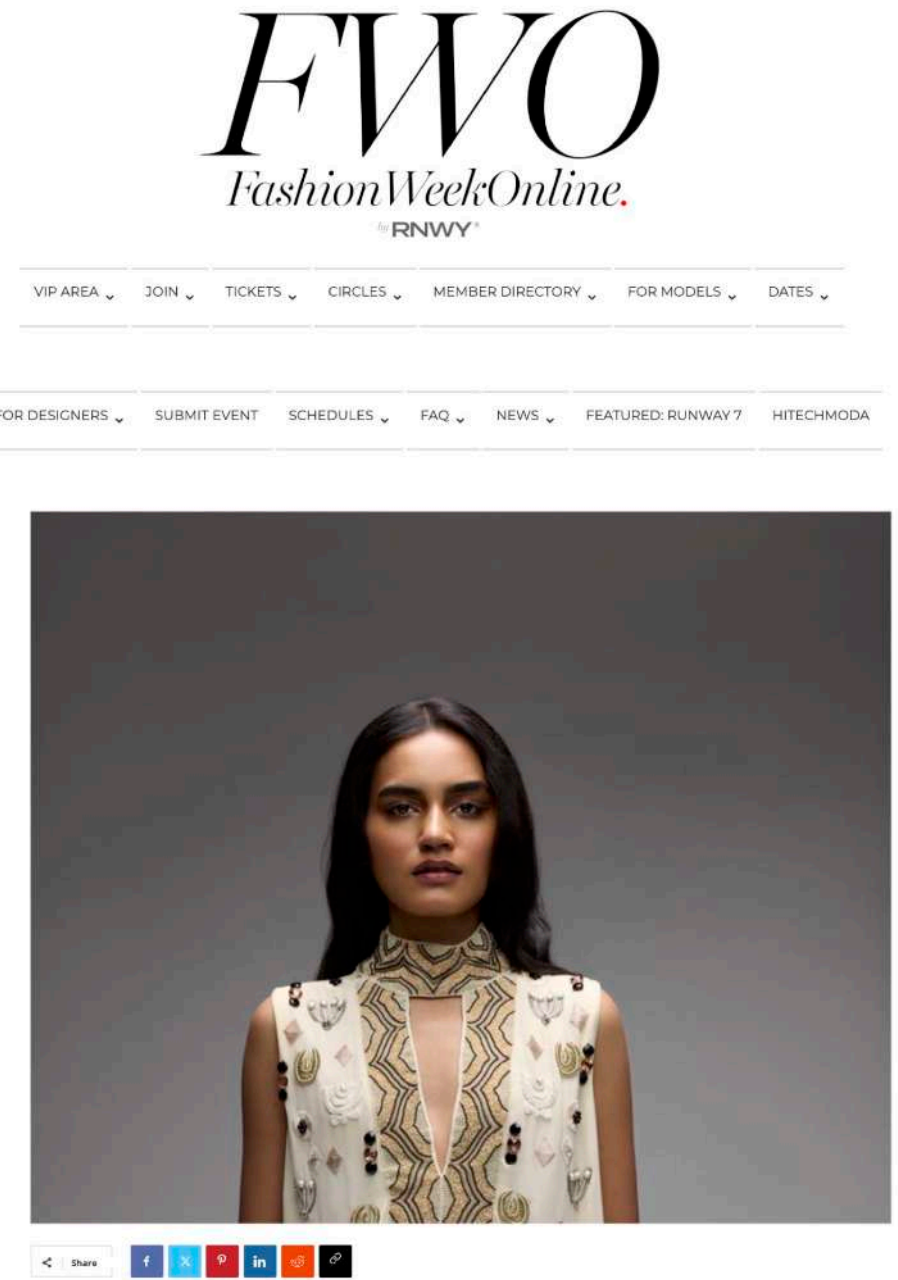
LABBADA stands out in the contemporary fashion scene as a brand that channels elegance through craftsmanship. Founded in Mumbai by designer Charu Anand, a former student of the National Institute of Fashion Technology, the label celebrates confident, magnetic femininity by blending Indian tradition with a clearly defined international sensibility. Headquartered in Bandra West, LABBADA creates collections characterized by clean lines, premium fabrics such as linen, silk and mulberry crepe, and meticulously handcrafted details that highlight the beauty of artisanal perfection. Eschewing the fast fashion model, the brand embraces a slow fashion philosophy, producing each piece in 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 luxury-ethnic offerings, like kurta sets and lehengas, LABBADA reinterprets tradition with a modern, global outlook. Collaborations with London-based Black PR and features on platforms such as Perna'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.



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BIG MOOD MAGAZINE (NOVEMBER/DECEMBER ISSUE 2025)



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



BOUTIQUE MAGAZINE (NOVEMBER ISSUE 2025)

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



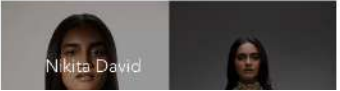
Inside the Gazelli Art House Preview: Tales from the Caucasus



LEW SS26 : Sanyukta Shrestha: Slow Fashion And Opulence



The Parts Love Refuses To Leave



Nikita David



Seyfried Is Strong-Willed And Stubborn In Fastvold's 'The Testament of Ann Lee'



'Sentimental Value': Cruel Childhoods And Creativity As Cure



Tooth: The Age of Innocence



Nostalgia: The End of the Present



Emily: Every Body Needs Highlights Why We Need To Speak Out About Women's Reproductive Health

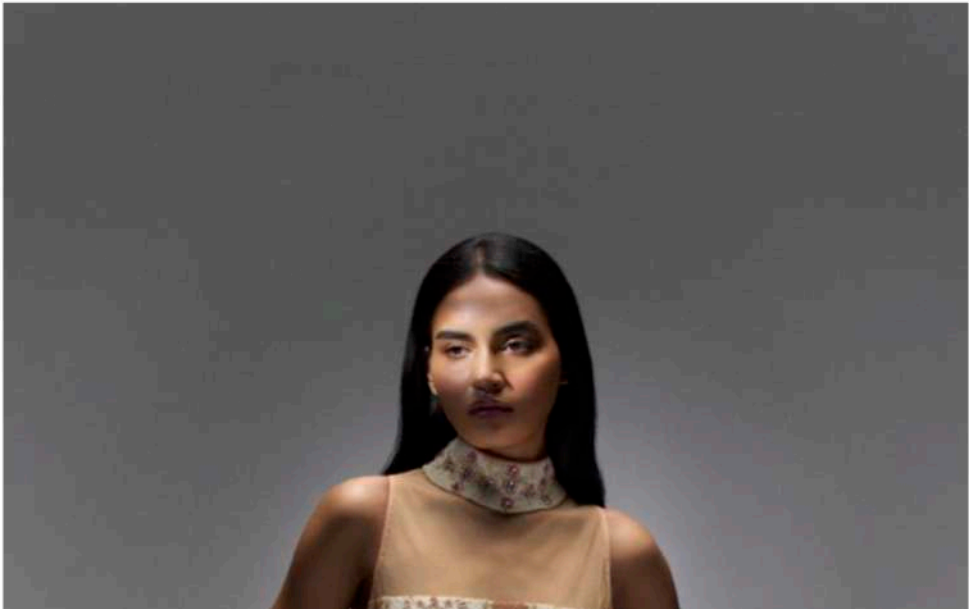
MFS MIAMI FASHION SPOTLIGHT



17 hours ago — #FASHION MFS Editor

LABBADA: A Celebration of Elegance, Embroidery & Everyday Luxury

Where Elegance Meets Artistry



MILAN FASHION SPOTLIGHT MAGAZINE (OCTOBER ISSUE 2025)

REVERIE PAGE MAGAZINE (SEPTEMBER ISSUE 2025)

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