

# 7 Brands That'll Make Your Bridesmaids Actually Excited About their Outfits

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Let's be real, being a bridesmaid is basically a full-time job. They're the hype woman, the crisis manager, the tissue



holder, and somewhere between managing the bride's meltdown over napkin colours and wrangling drunk uncles off the dance floor, they're expected to look absolutely gorgeous.



## **Soch, showcasing some of its collections for this wedding season**

**The good news?** This wedding season, there are brands that actually get it. Your bridesmaids can look coordinated, feel comfortable, and genuinely love what they're wearing. Here are 7 brands making bridesmaid dressing easier (and way more fun).

### **1. Soch – The “Actually, I Can Wear This Again” Miracle**

Here's the thing about Soch: they've cracked the code on making your bridesmaids look coordinated without making them look like clones.

Imagine this: Your entire squad shows up in the same colour palette, but one friend is rocking a flowy anarkali, another's serving looks in a sharara set, and your sister's killing it in a saree. Different vibes, same aesthetic, total harmony. That's the Soch magic.

Their collections are designed for the modern woman who wants to serve tradition but would also like to move her arms without the restraint of itchy fabric and tight stitches. Soch's fits are comfortable and contemporary enough that your friends won't banish these outfits to the back of their closets post-wedding.

Pro tip: Use Soch for your mehendi or sangeet functions where your squad needs to move, dance, and not worry about wardrobe malfunctions. Your photographer will thank you when everyone's comfortable enough to nail those candid shots.

### **2. Suta – For the Bride Who Has a Pinterest Board Called**

## “Sustainable Queens”

You care about the planet. You also care about your bridesmaids looking fire. Suta gets it. Their handloom sarees are so beautiful that your environmentally conscious heart and your aesthetically obsessed brain will both be delighted.

Plus, there's something poetic about each bridesmaid wearing a unique handwoven piece. It's like saying, “You're all special to me, but also please coordinate for the photos.”

### 3. **Koskii** – When Subtle Isn't in Your Vocabulary

If maximalism is your theme, and you want your bridesmaids to look like they stepped out of a royal durbar? Koskii is your brand.

Warning: These outfits are HEAVY. We're talking serious embroidery, zari work that could double as a workout, and enough bling to be seen from space. But if you're going for that full Bollywood wedding fantasy, this is it.

### 4. **Kalki** – The Fashion Risk-Takers' Paradise

Got a squad that lives for making a statement? Kalki is where traditional ethnic wear meets “Is that even allowed?” energy, with cape blouses, asymmetrical hemlines, and drapes that bring the perfect synergy in Indo-Western.

This is the brand for bridesmaids who want to look like they could walk straight from your wedding into an afterparty.

## **5. Jaypore – Cottagecore Meets Indian Wedding**

Planning a destination wedding in Jaipur? An intimate ceremony in Kerala? Jaypore brings that artsy, “we’re all about the vibes” aesthetic. Hand-block prints, natural fabrics, and that effortlessly cool look that says “I woke up like this”.

Perfect for bridesmaids who’d love to be comfortable and chic. Also ideal for outdoor functions where heavy lehengas would be a crime against humanity.

## **6. Neeru’s – When Your Mom Has Opinions**

Let’s face it: sometimes you need to make the aunties happy. Neeru’s is that reliable, classic choice that nobody can criticise. Traditional without being boring, elegant without being stuffy.

Great for when your bridesmaids include people of different ages and style preferences. Your cool younger sister and your traditional aunt can both find something they’ll love.

## **7. W for Woman – Because Weddings Are Expensive Enough**

Real talk: Being a bridesmaid is financially brutal. Between the bachelorette, the gifts, and the travel, your friends are basically funding your happily ever after. W for Woman lets you give them a break.

Trendy, affordable, and extensive enough that your entire squad can find coordinated pieces without taking out a loan. Your bridesmaids will love you for this. Their bank accounts will really love you for this.

**The bottom line is:** your bridesmaids are the ones who held your hand through heartbreaks, celebrated your wins, and are now helping you navigate the beautiful chaos of wedding planning. They deserve to look and feel amazing.

