

Duchess Kumari Debuts at PTAT: A Celebration of Heritage & Modernity

Category: Business

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Duchess Kumari has finally arrived in the world of high fashion, making a grand entrance at the Project Tete-A-Tete Store on 28th March with a high-tea party co-hosted by influencer Reshma Ajbani.



Adhyayan Suman, Co-Founder of Duchess Kumari | Divita Rai – Co-Founder of Duchess Kumari | Alka Suman – Co-Founder and Head Designer

The exclusive showcase drew an elite mix of fashion-forward

influencers, socialites, and industry tastemakers for an unforgettable soft launch – where cultural elegance and contemporary style came alive to the soul-stirring melodies of a live violin and sitar.

Guests were immersed in a collection that marries heritage and modernity – think rich brocades, raw silk, chanderi, and ikkat paired effortlessly with bows, polka dots, pearls, and crystals. The result A bold, reimagined take on heritage wear that's as versatile as it is striking.

The brand brings together the creative vision of actor, singer, and filmmaker Adhyayan Suman and the structural mastery of architect-turned-Miss Universe India Divita Rai to redefine confidence and self-expression. As the brand's Creative Head with 35 years of industry experience, fashion designer Alka Suman adds a touch of timeless elegance, seamlessly blending traditional techniques with modern-day aesthetics.

Speaking about the launch, **Adhyayan and Divita** shared, *"Duchess Kumari is more than a label, it's a tribute to today's woman who truly does it all. Partnering with PTAT for this showcase allowed us to connect with an audience that truly appreciates heritage woven into contemporary design."*

With its Pret and Bespoke lines, Duchess Kumari is poised to break the boundaries of fashion, proving that true royalty isn't about lineage or labels but the courage to define yourself.

