

“WILDFLOWER”
SPRING/SUMMER 2026 COLLECTION

Pindiga Ranjith Kumar unveils **Wildflower**, his bold Spring/Summer 2026 collection—a stirring homage to ancestral legacy, steadfast resilience, and daring reinvention. Blending the ancient Godna tattooing craft with timeless sari drapes, it revives indigenous stories through modern interpretations.

Godna tattoos once illustrated a woman’s identity, status, and spiritual quests and offered protection through intimidation. These intricate designs marked sacred shifts in life and were thought to guide souls beyond death. Having fallen out of favour in the modern era, the tradition finds renewal in Wildflower’s symbolic revival.

Through geometric embroidery, organic prints, and sculpted pleats, Godna tattoo motifs become wearable art. Traditional forms evolve into gender-fluid designs: twisted drapes, tailored trousers, and pleated dresses trace a journey from fragile youth to empowered grace. Like a wildflower, she bloomed where no one thought life could grow. The collection evokes strength via enduring softness in a relentless world—celebrating nonconformity, self-expression, and cultural hybrids.

The lineup features hand-loomed Indian textiles and has varied East-West influences: minimalist couture draws from 1930s Madame Grès, enhanced with Banjara mirrorwork; a mesh dress from a small textile mill in New Delhi; sari-inspired knots meet Kholapuri sandals.

The palette blends earth and ether: regal indigos, pristine whites, deep blacks, soft pinks, khakis, and rose metallics, which are all naturally hand-dyed. Luxe fabrics like silk chiffon, cotton-silk, and zari-denim, mirror-embroidery combine fluidity and edge. Sustainability anchors it all, with a demi-couture line from upcycled imperfections, turning flaws into emblems of circular elegance.

The video has been shot in both Hyderabad, India and London, UK. The campaign is a collaborative creative voices: Mentors Joe Richards RCA, Designer Osman Yousefzada, Cultural Figure and TV Personality Ryan Lanji, Catapult Modelling Agency, PR lead Natalia Cassel, Production Chandramani Raj, cinematographer Roshan Kumar, director Govind Raju, photographer Vinod Venkapalli, videographer, Mark Anderson, Sunny Palle, models Rohit Mirdoddi, Tautvydas Tai, and interns Rafi Rasul, Romane Sheryl, Kanishk Arora.

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