Media Release

Arvind x Ashish Soni Unveil the Golden Hour Edit at Lakmé Fashion Week

A contemporary menswear collection, designed by Ashish Soni with Arvind Limited's fabrics, makes its runway debut in New Delhi, with select looks heading to The Arvind Stores.

New Delhi, 16th October 2026: Arvind Limited, one of India's leading textile manufacturers, today unveiled the **Golden Hour Edit**, a contemporary menswear collection designed by acclaimed designer Ashish Soni and showcased at Lakmé Fashion Week in partnership with the Fashion Design Council of India (FDCI) at **Taj Palace, New Delhi**. Jim Sarbh walked the runway as the show stopper.

The Golden Hour Edit is crafted using Arvind Limited's diverse range of fabrics, and turns them into stylish, modern looks designed to be worn. Featuring fabrics across categories including **Cotton**, **Wool**, **Linen**, **Tencel**, **Bamboo**, and **more**, the collection shows the versatility and innovation that define Arvind Limited's textile expertise, and what its materials can become in the hands of a designer.

"*Tonight, Indian fabrics took centre stage, and we could not be prouder. The Golden Hour Edit celebrates the range, craft and character that define our fabrics and their place in contemporary fashion. We are grateful to Lakmé Fashion Week and to Ashish Soni for turning our fabrics into looks people will want to wear.*" Said, **Kulin Lalbhai, Vice Chairman, Arvind Limited.**

Through Ashish Soni's distinctive design language, the collection explores the relationship between fabric, form and contemporary menswear. Known for his refined approach to tailoring and modern silhouettes, Ashish Soni has translated Arvind Limited's fabrics into a runway presentation that celebrates craftsmanship, functionality and evolving expressions of Indian fashion.

"*Every design begins with the fabric, and Arvind's range gave me so much to work with: wool, linen, Tencel, bamboo, each with its own character. Seeing them come alive on the runway tonight is a celebration of what Indian fabrics can do when a homegrown brand leads with them. The Golden Hour Edit lets the cloth do the talking.*" Said, **Ashish Soni, Designer.**

Select looks from the Golden Hour Edit will be made available at The Arvind Stores shortly after the show, creating a direct connection between fashion creation and consumer access. The initiative aims to make the journey from textile to runway to retail real for the consumer.

The association reinforces the evolving role of textile innovation in shaping contemporary fashion, where material expertise and craftsmanship become an integral part of the creative process. By bringing together Arvind Limited's legacy in textiles, Ashish Soni's design perspective and Lakmé Fashion Week in partnership with FDCI's influential platform, the collaboration celebrates the complete fashion ecosystem, from fabric development to design and retail.

About Arvind Limited:

Arvind is a textile-to-retail conglomerate with a focus on textiles, apparels, advanced materials, environmental solutions, telecom, and Omni-channel commerce. Arvind Limited is an integrated solutions provider in textiles with strong fibre-to-fashion capabilities for a global customer base. It is also a design powerhouse implementing innovative concepts and generating intellectual property. It ranks amongst the top suppliers of fabric worldwide. For more information, please visit https://www.arvind.com.

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