

A Humming Way, a contrive of high end and high street fashion brand, introduces a sui generis Khadi collection and contemporary Festive range for women at the Lakhme Fashion Week Summer Resort '18 (Mumbai).

The Khadi ensemble, a conception of their love for the treasure troves of India, i.e., Indian handlooms, is an assortment of this soothing fabric, amalgamated with exotic silhouettes and organza embellishments, fabricated to a completely different avatar. Khadi, with an indigenous heritage, acquires an enchanting appeal through this inventive edition, with the allure of the fabric elating to an international stature.

The Festive collection is a genesis of fabric manipulation (Satin Organza) by incorporating the traditional handiwork of Mukesh (from Lucknow) and re-engineering the style to create contemporary motifs.

A Humming Way, a leading fashion brand, catering to an Indian market via an online e-commerce platform.