

AHMED

INDIA



Inspired from the Bhagwat Gita, Ahmev in Sanskrit means “believing you are everything”. It is about all of us finding ourselves in this path of life, our souls, to feel, see, and experience a divine quality. Ahmev taps into that sense of poise, beauty, and freedom that so compliments the female spirit, whose distinctive style is an expression of their individuality. Our pieces are created for you, to empower, cherish and bring that vivacious and expressive spirit to life.

Our timeless style are thoughtfully sourced and crafted by artisans, underpinning the luxury contemporary design aesthetic of the brand. Each piece is made with integrity and gentleness, created from the finest materials. The curated designs adorns beautiful minimalistic embroidery and detailing, to proudly illustrate the rich cultural heritage of India. The resulting ensemble captures the perfect balance between classic and modern, cultural and universal, sprightly yet elegant.

In Ahmev, You will discover a ready to wear collection sculpted to be the perfect fit with effortless silhouettes, memorable design and craftsmanship that celebrate the feminine figure. Ahmev is forged on the pillars of purity and simplicity that captures the very quintessence of the passionate spirit within us.

Founded by Kanchan Sharma, Manish Garg and Anchal Srivastava, the inspiration to establish the label came from the desire to amalgamate their individual talents, abilities and dreams into a single shared vision: to build a brand offering understated tailoring and timeless staples.

INTRODUCING

सफ़ेद



She loved herself
but didn't wear it on the outside
this love came from the inside
as a deep, calm confidence
in who she was
on this earth--
a quiet respect
for the person she saw
in the mirror.

The color white is most complete and pure, the color of perfection. White is totally reflective, awakening openness, growth and creativity. You can't hide behind it as it amplifies everything in its way. Safed has been created in celebration of the subtle beauty of the world around us, for the exuberant, whimsical, vibrant, spirited women.

Showcasing influences from Japan and the Mughal era, the collection heroes habotai silk, organza, creating a trademark for the brand through its impeccable tailoring, subtle tones, clean confident silhouettes and fabrics. Embracing the fluidity of the silk and the lightness of a pure palette, the Safed collection women are contemporary and confident, designed for everyday or a moment when the eyes will be upon the wearer, the styles you often wear, that stand the test of time. Accented with exquisite gold embroidery, sheer organza, khim khab and munga silk, and dramatic silhouettes featuring puffy sleeves, cords and quilting, there is simplicity and innocence. A go-anywhere wardrobe, it's a mix of feminine styles with a modern, tough edge wearable classics and flirty pieces making the wearer feel sanguine and effortless. The clothes reflect both realism and imagination, created with a sense of style that will always be current and timeless.

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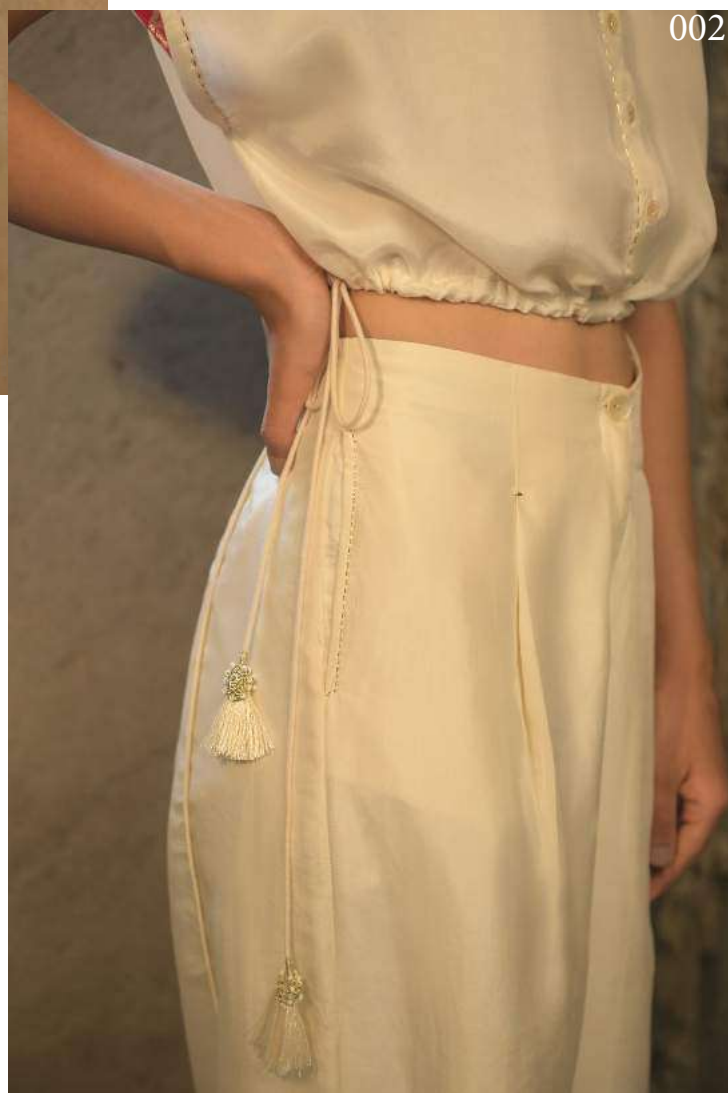


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