

Studying the Influence of India on the Global Pop Culture

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Abstract: This paper stipulates and inspects the growing influence of India in global fashion and pop culture by analyzing the increased international representation accorded to Indian fashion, celebrities, and cultural symbols. From increased appearances of the Indian contingent at preeminent events such as the MET Gala to being an international brand representative—let alone icons like Natasha Poonawala's fashion choices—these become viral. This paper also examines phenomena like international celebrities sporting Indian jewelry, bindi, and other cultural symbols, and global adoption of Indian-origin colors, patterns, and motifs. The research also delves into the role of the Ambani family and the Reliance empire in helping bring to the masses a whole array of global luxury brands within India and making significant cultural contributions, such as the viral Ambani wedding. It also shows how international designers increasingly participate in Indian fashion weeks, proving the influence of India on other countries culturally and spiritually, and looks at global fascination with the Indian study of Ayurveda, which is now getting into the global skincare game. This paper analyzes the drivers behind India's transformation from a traditionally fashion-influenced country to one of the world's leading trendsetters. Concretely, it will try to grasp how traditional Indian elements blend with the most modern global trends to explain India's changing role in global fashion and its possible implications for the future of popular culture.

Keywords: Global, Influence, Indian, Culture, Fashion.

1. Introduction

The influence of India on global fashion and pop culture has grown immensely over the past few years—a phenomenon that has shifted from being a follower to becoming trendsetters. This new fusion between the ancient Indian elements and the modern aesthetics is giving way to a fashion identity that took the world by storm. Indian fashion is steeped in rich cultural heritage that spans thousands of years, hence providing a wide variety of textiles, intricate craftsmanship, and vibrant colors that have been admired for so long. It is only recently that elements of this have made a strong impact on global fashion trends.

This is not just a creation of globalization. It mirrors India's growing economic and cultural clout. With India emerging as a major global market, international brands and designers are increasingly looking at the country for inspiration and collaboration. At the same time, Indian designers and fashion icons are making a name globally in the fashion capitals of the

world. Indian motifs, styles, and aesthetics find a place globally as a reflection of a new respect and appreciation awarded to the contribution of India.



Fig. 1.

Be it more Indians at MET Galas or Indian celebrities gracing international brands, India makes its presence felt in different ways. The influence that India holds is not easy to miss. Personalities like Natasha Poonawalla, whose fashion moments went viral, drew further attention toward Indian fashion. It has been social media and influencers that have played a very important role in amplifying this influence, and Indian trends pass rapidly across global boundaries. Furthermore, Indian homegrown sustainable fashion brands are getting international recognition, which again is acting like a force to move forward toward ethical and environmentally conscious fashion globally.

The other important aspect of this trend is where global fashion meets Indian heritage. There is a rising incorporation of Indian jewelry, draping styles, and traditional motifs into global fashion. International designers and fashion houses are also getting inspired by colors, patterns, and brocade of Indian origin. In beauty, too, Indian beauty standards that emphasize

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natural beauty and holistic well-being are making their mark on global beauty trends.

It does not stop here. From international celebrities like Coldplay to other famous celebrities, India has shown immense cultural identity and rich heritage to the world. Now, the Ambani family does it with grand weddings which adds to the pride of the country, making it one of the major players in the fashion and pop culture world.

Contemplation of the forces behind India's rise in global fashion can hold the key to a deeper understanding of the dynamics of cultural exchange at large. Thus, the paper presents an attempt to understand how the transformation of India from a follower into a leader in global fashion has been possible by investigating how the convergence of tradition and modernity has been shaped into a new fashion identity with global influence.

2. Purpose of Study

The research mainly uncovers and analyzes India's meteoric rise as a principal ideator in global fashion and pop culture. The ability of the traditional Indian elements—textiles, jewelry, and cultural motifs—to cross over from their regionally-based origins to center stage in the international scene will be understood. Precisely the contributions that Indian celebrities, designers, and cultural icons have made toward shaping global trends are what this research will interrogate to confirm exactly why India's rise has such a huge bearing on the global fashion industry. The research also hopes to be able to say more about how India's traditional cultural and spiritual heritage can keep on finding a place in the hearts of global audiences and stimulate their creativity to finally establish India as a fashion mega in the contemporary world.

3. Review of Literature

As the Met Gala 2024 approaches, anticipation builds for what promises to be a spectacular showcase of fashion and cultural expression, particularly highlighting the contributions of Indian luminaries like Priyanka Chopra Jonas, Deepika Padukone, and Alia Bhatt, who have previously dazzled attendees with their unique styles. The event, renowned for its annual themes, will focus on 'Sleeping Beauties: Reawakening Fashion,' emphasizing the revival of delicate garments from various centuries. With Chopra's stunning ensembles, Padukone's blend of elegance and boldness, Bhatt's homage to Karl Lagerfeld, and Isha Ambani's opulent couture choices, the Gala serves as a platform for these celebrities to influence global fashion dialogue. Natasha Poonawalla's avant-garde designs further underscore the event's significance in celebrating creativity and cultural resonance. The 2024 Met Gala promises to be a memorable night, showcasing the Costume Institute's exhibition while honoring fashion pieces often deemed too fragile for wear, thus inviting fashion enthusiasts to appreciate the artistry and history behind these 'sleeping beauties.' (The Print, 2024)

The new global brand ambassadors are Bollywood stars who lend charm and persona to these luxury fashion houses. From

Alia Bhatt representing Gucci with her effortless style to Priyanka Chopra Jonas bringing sophistication for Bvlgari, Deepika Padukone fits with the classy vibe of Louis Vuitton as Ranveer Singh fits in with the energy of Adidas. On the other hand, Manushi Chhillar brings glamor to Estee Lauder, Bhumi Pednekar resonates with the boldness of MAC Cosmetics, and Athiya Shetty radiates to show the excellence of Laneige's skincare. These are relationships that merge Bollywood glamor with global luxury and redefine elegance and style across the world. (Addla Sreeja, 2023)

The increasing trend of global luxury brands partnering with Indian celebrities as their brand ambassadors only underlines the rising global influence of India. The article highlights major brand endorsements that were inked by celebrities in recent times such as Priyanka Chopra Jonas, Deepika Padukone, Alia Bhatt, and Ranveer Singh in favor of brands like Bvlgari, Louis Vuitton, Cartier, and Gucci. These collaborations operate on the rationale of the tremendous popularity, cultural relevance, and aspirational appeal of Indian celebrities. As India's economy continues to sci-rock at a rapid pace, its consumer market offers a particularly lucrative opportunity for luxury brand companies worldwide. (Abhay Gupta, 2023)

Natasha Poonawalla is one of the very few Indians who became part of the iconic Met Gala 2024 and made it an event with some bold fashion choices. A socialite and philanthropist, Natasha turned heads on the famous staircase in a custom Margiela gown. She is one of the most celebrated style icons, known for her flawless taste and fearless attitude towards style. With ensembles exuding confidence and elegance, which fans and critics alike look up to, Natasha has set high fashion standards. (Akanksha Agnihotri, 2024)

If you are on social media, you have likely come across the rising trend of "Asoka" makeup. This look, drawing inspiration from the traditional Indian brides' looks in Bollywood movies, has quickly become one of the very first viral beauty sensations highlighting Indian women. Some videos already have millions of views on TikTok. Originating from the 2001 Bollywood film *Asoka*, with Kareena Kapoor, the Asoka makeup trend is broadly about the recreation of beauty looks inspired by Indian weddings: that is, clothes, makeup, and hairstyles evoking blockbuster Indian movies. Many videos also have makeup artists and influencers dancing or singing to the iconic song "San Sanana" from the movie, which further adds to the musical bit of the trend. (Premium Beauty News, 2024)

Indian designers have made a significant impact on the global fashion scene, with Hollywood celebrities increasingly showcasing their exquisite jewelry pieces at major events. Notable instances include Rihanna wearing a layered necklace by Sabyasachi and a ruby choker by Manish Malhotra, Jennifer Lopez donning a stunning 165-carat emerald necklace by Manish Malhotra, and Meryl Streep accessorizing her satin Dior dress with earrings by Hanut Singh at the Cannes Film Festival. Other celebrities like Nick Jonas, Beyonce, and Zendaya have also embraced Indian artistry, highlighting the craftsmanship and creativity of Indian designers on prestigious platforms like the Met Gala and international film festivals. This growing recognition reflects the global appreciation for

Indian fashion and its unique artistry. (The IT Lifestyle Desk, 2024)

The bindi, a traditional Indian adornment, has become a significant trend globally. Once primarily a symbol of cultural and religious identity, the bindi is now being embraced by international designers and celebrities, blending with modern fashion to create striking and inclusive looks. This shift demonstrates how traditional elements can gain new relevance and appeal in the global fashion landscape. (Medha Shri Dahiya, 2014)

Ayurveda, the science of life from ancient India, has always occupied a place of great reverence because of its wholesome concern for the balance and harmony of mind, body, and spirit in the pursuit of well-being. Ayurveda has gained renewed interest recently because of the quest by consumers for products in the skincare industry that are truly representative of personal values: sustainability, purity, and a strong bond with nature. The global Ayurvedic skincare market is likely to grow at a substantial rate, with a compound annual growth rate of 16.14% from 2021 through 2026. This clearly shows a consumer trend toward clean and natural skincare solutions. Thereafter, this rising trend in Ayurvedic skincare provides limitless opportunities for consumers and the industry alike vis-à-vis this dynamic emerging green movement toward sustainability and holistic well-being. This trend embodies mindful, conscious beauty in all its glory. It is through this timeless wisdom and nature's incredible potential that the future of skincare will be deeply rooted in Ayurveda. (Sanchit Sharma, 2023)

According to a report by Maximize Market Research Private Ltd., the global Ayurveda market was estimated to be US\$ 4.5Bn in 2019, and is expected to reach US\$ 14.9Bn by 2026 at a CAGR of 16.14%.

The significant investments made by major conglomerates like Reliance Industries Limited and Aditya Birla Group in Indian fashion brands, focus on those that blend traditional Indian elements with modern designs. These investments aim to capitalize on the rapidly growing luxury market in India while also providing access to mass-market consumers through diffusion lines. While some deals are expected to yield substantial returns, others face criticism for being mere trophy acquisitions. The interest from these conglomerates reflects a strategic shift towards embracing Indian culture in contemporary fashion, and the burgeoning e-commerce landscape further enhances opportunities for brands to expand their reach and influence in both local and international markets. (Business of Fashion, 2022)

Aditya Birla Fashion and Retail Limited (ABFRL) has acquired a 51% stake in Sabyasachi Couture runs the eponymous designer brand, for Rs 398 crore

The wedding between Radhika and Anant Ambani was a jamboree that merged Indian tradition with modern-day finesse. Guests said through the event it had been an unique view displaying sheer scale with cultural richness. Other than showcasing the greatness of Indian rituals, the marriage served as a means of cultural unison and created global interest; hence, it stands among those weddings to be remembered for years. The function further epitomized how Indian traditions influence

the global community. (The Economic Times, 2024)

Christian Dior's Mumbai showcase underlined finesse as created by India's artisans. It focused on a collaboration with the Chanakya School of Craft. The event occurred at the Gateway of India and featured intricate embroidery and textiles befitting India's rich artisanal heritage. Maria Grazia Chiuri, creative director of Dior, said that luxury fashion needs to respect the tradition of the *métier*. Of course, if one looks at it as an East-West cultural exchange, then this show brought French elegance by Dior and Indian artisanal brilliance together. (Sarah Mower, 2023)

The rising trend of Hollywood celebrities embracing Indian couture, is highlighted by Jennifer Aniston's stunning appearance in an ivory lehenga by Manish Malhotra in the trailer for *_Murder Mystery 2_*. It details the intricate craftsmanship of the lehenga, which took over 2,500 hours to create. Other celebrities mentioned include Beyoncé, who has worn ensembles by Abu Jani and Sandeep Khosla, Sarah Jessica Parker in a custom Falguni Shane Peacock lehenga, Kim Kardashian in a red sequined sari by Sabyasachi Mukherjee, Paris Hilton in a Falguni Shane Peacock dress, and Cardi B in a white and gold embellished dress by Abu Jani and Sandeep Khosla. This trend reflects the growing influence of Indian fashion on the global stage. (Indian Express, 2018)

International music videos often use stereotypes or unrelated cultural aspects when representing India. "Hymn For The Weekend" by Coldplay and "Lean On" by Major Lazer are some of the popular music videos it critiques for their shallow and false presentation of Indian culture. On the other hand, DJ Snake's "Magenta Riddim" is appreciated for its fun-filled appeal that remains true to itself albeit with a few stereotypes in it. This article shows the love for the rich culture of India as well as the pitfalls associated with simplistic representations and exoticisms. (The Press Reader, 2019)

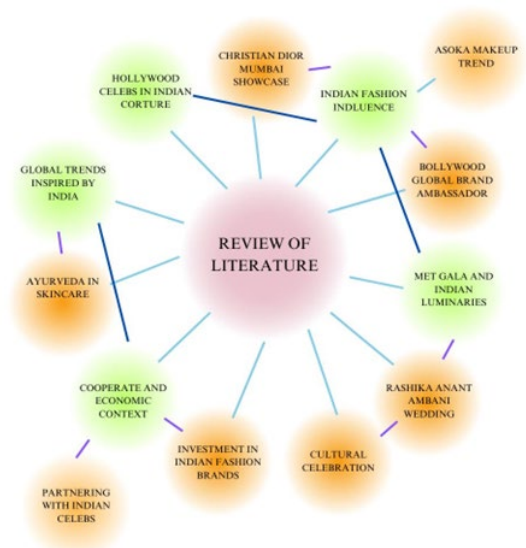


Fig. 2.

4. Research Methodology

This research paper explores the impact of Indian popular culture on the global stage, with a specific focus on fashion, cinema, music, and lifestyle. To achieve this, data was collected from a diverse sample of 104 participants spanning multiple regions, including North America, Europe, Asia, and Australia. Using an exploratory qualitative methodology, the study aimed to capture a nuanced understanding of how Indian culture resonates with individuals worldwide.

A. Questionnaire Design

A structured questionnaire served as the primary tool for data collection. The instrument was meticulously designed to extract insights across multiple dimensions of India's cultural influence. It was distributed via Google Forms to ensure accessibility for participants from various geographic and cultural backgrounds.

The questionnaire comprised four distinct sections:

1) Demographic Information

This section captured participants' age, gender, and geographic location, enabling the analysis of trends across different demographic groups. This diversity provided insights into how perceptions of Indian popular culture vary by region and background.

2) Awareness of Indian Popular Culture

Participants were asked about their familiarity with Indian fashion, cinema, traditional clothing, and prominent Indian figures in global media. This section aimed to gauge general awareness and knowledge of India's cultural exports.

3) Global Influence of Indian Fashion and Cinema

This section delved deeper into India's impact on the international fashion and film industries. Respondents shared their perspectives on how Indian designers, traditional attire, Bollywood films, and celebrity moments have contributed to global trends.

4) Engagement with Indian Culture

Participants reflected on their engagement with Indian culture, exploring how Indian fashion, films, or traditions have influenced their daily lives. This section also sought opinions on strategies to enhance India's cultural relevance on the global stage.

The questionnaire predominantly featured closed-ended questions for ease of comparison, with some open-ended prompts to capture qualitative insights.

1) Sampling Strategy

A purposive sampling method was adopted to ensure a diverse cohort with varying degrees of familiarity and interaction with Indian culture. The sample included participants from different cultural and geographic contexts, providing a holistic perspective on the research topic.

2) Research Methodology

A qualitative approach was employed to explore the subtle and subjective perceptions of participants. While the structured questionnaire provided quantitative data, the study focused on qualitative analysis to uncover recurring themes and patterns. The open-ended responses allowed for a deeper understanding of how participants perceive India's influence on global popular culture.

3) Data Analysis

Data collected through Google Forms was systematically coded and analyzed using thematic analysis. Responses were categorized under dominant themes, such as:

- Knowledge of Indian Culture: Participants' awareness of Indian fashion, films, and traditions.
- Interaction with Indian Culture: The extent to which participants have engaged with Indian cultural elements.
- Cultural Exchange: Perceptions of cross-cultural influences between India and the global community.
- Impact Assessment: Views on India's contribution to global trends in fashion, music, and cinema.
- The findings were synthesized to identify trends, patterns, and key insights about India's growing presence in global pop culture.

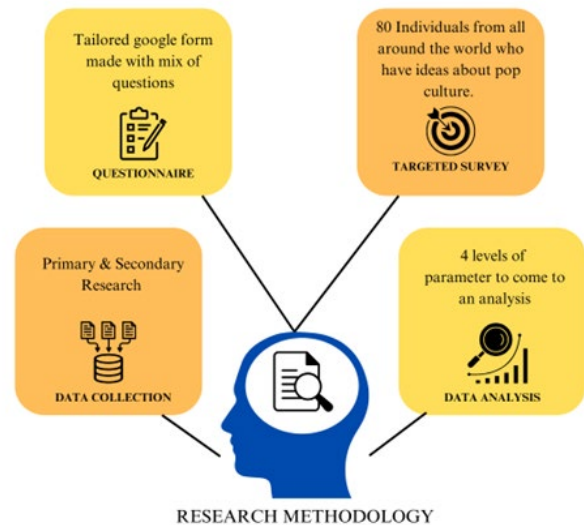


Fig. 3.

5. Result and Discussion

The research paper presents an analysis of the data collected from respondents from NRIs and foreigners, concerning their perspectives on various aspects of Exploring the Global Recognition Gap in Indian Fashion.

Table 1

Respondents	Not Familiar	Slightly Familiar	Somewhat Familiar	Very Familiar	Extremely Familiar
<i>How familiar are you with Indian Fashion</i>					
18-24	3	2	6	8	9
25-34	1	3	12	5	3
35-44	1	0	3	1	8
45- Above	1	3	4	15	17

Table 2

Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>How much do you agree that international fashion industries should focus more on recognizing and valuing Indian cultural representation?</i>					
18-24	1	1	5	5	10
25-34	0	1	3	8	12
35-44	2	0	2	2	10
45- Above	3	0	10	7	23

Table 3

Respondents	Not Familiar	Slightly Familiar	Somewhat Familiar	Very Familiar	Extremely Familiar
<i>Rate the impact of Bollywood and Indian celebrities on global fashion trends.</i>					
18-24	1	4	9	8	6
25-34	0	3	6	11	3
35-44	0	1	3	2	6
45- Above	1	4	10	14	13

Table 4

Respondents	Not helpful at all	Slightly helpful	Moderately helpful	Helpful	Extremely helpful
<i>Rate how much you think social media trends (like wearing sarees or styling dupattas in new ways) help popularize Indian fashion globally.</i>					
North America	0	2	12	11	10
Asia (Excluding India)	0	3	17	15	5
Europe	0	3	6	15	6

Table 5

Respondents	Not helpful at all	Slightly helpful	Moderately helpful	Helpful	Extremely helpful
<i>How much do you agree with the statement: "Indian fashion moments go viral on social media, helping bridge cultural fashion gaps globally?"</i>					
North America	1	2	9	8	2
Asia (Excluding India)	0	2	17	1	4
Europe	0	3	6	15	6

The table above indicates that there is a mixed response across age groups on the statement "International fashion industries should focus more on recognizing and valuing Indian cultural representation" with a sample size of n=105. The 18-24 age group had the strongest agreement, with 60% respondents stating "Strongly Agree" or "Agree." The 25-34 age group followed suit, with 80% giving an answer of "Strongly Agree" or "Agree." The 35-44 age group had 60% respondents marking "Strongly Agree" or "Agree," and the 45 and above group showed somewhat a lesser degree of agreement at 66% who said "Strongly Agree" or "Agree." These results show that there is strong agreement from all age groups for greater regard and appreciation of the presence of Indian culture in the global fashion industry.

The table above with a sample size of n=105 indicates that the level of agreement on the "importance of recognizing and valuing Indian cultural representation in the international fashion industry" was varying across age groups. The highest level of agreement was found in the 18-24 age group, with 50% of respondents stating "Strongly Agree" or "Agree." The 25-34 age group had 80% agreement, followed by the 35-44 age group with 60%, and the 45 and above with 90% agreement. The findings suggest that both the youngest and oldest age groups strongly support increasing recognition and value for Indian cultural representation in the global fashion industry.

A table of n=105 found that the perceived impact of Bollywood and Indian celebrities on international fashion trends varied across age groups. The highest percentage of respondents, 44%, were aged 18-24, with more recognition of the impact being "Very Familiar" or "Extremely Familiar." The 25-34 age group was also well-received, with 40% reporting "Very Familiar" or "Extremely Familiar." The 35-44 age group had 46%, and the 45 and above group had the highest

recognition, with 66% stating "Very Familiar" or "Extremely Familiar."

The table with sample size of n=105 shows that social media trends, such as changing the style of dupattas or sarees, have significantly influenced the popularity of Indian fashion globally. In North America, 70% of respondents found these trends "moderately," same in Asia (excluding India) with 80%, and 90% in Europe found the trends "helpful". This indicates that social media plays a crucial role in the promotion of Indian fashion and the exchange of cultural knowledge, highlighting its role in the global fashion landscape.

The table above with a sample size of n=105 shows a strong global agreement that Indian fashion moments going viral on social media help bridge cultural fashion gaps. In North America, 70% of respondents said they "Moderately," "Helpful," or "Extremely Helpful" agree with the statement. In Asia (excluding India), the figure is 80%. Europe indicated the strongest level of agreement, with 90% of respondents saying that they "Moderately," "Helpful," or "Extremely Helpful" agree with the statement. This finding therefore indicates that social media indeed plays a significant role in the global promotion of Indian fashion and cultural exchange.

Q. In Your Opinion, is Indian Fashion Recognized Globally?

Survey outcome results (n=105) reveals that the vast majority believe Indian fashion is known worldwide. 74% responded "yes" to the question "In your opinion, is Indian fashion recognized globally?" The remaining 26% responded "no." This obviously reflects the fact that Indian fashion has really left its mark on global fashion and is known to a good part of the world population.

Q. Which Indian Designers Do You Think Have the Most Influence Globally?

According to the survey, (n=105), Sabyasachi and Manish

Malhotra emerge as the most influential Indian designers around the globe. Sabyasachi received 39.4% votes while Manish Malhotra received 36.5% votes. Gaurav Gupta acquired 8.7% votes, while Vaishali S and Rahul Mishra collected 8.7% and 3.7% respectively. Falguni Shane Peacock received the least number of votes with 3.7%. Such findings indicate that the designers Sabyasachi and Manish Malhotra have made tremendous contributions to the global fashion industry and are highly appreciated and recognized.

Q. Do You Think Indian Fashion Influencers (E.G., Bollywood, Social Media Personalities) Help Promote Indian Fashion Globally?

The number of survey responses (n=105) shows that a huge majority of respondents believe that Indian fashion influencers, Bollywood and social media celebrities, help popularize Indian fashion worldwide. 64.4% responded that the claim was "Yes," while 23.1% said "Maybe." Only 12.5% of respondents said "No." This means that Indian fashion influencers play a very big role in increasing the global circulation and demand of Indian fashion.

Q. Which Viral Bollywood Fashion Moment Do You Think Made the Biggest Splash Globally?

According to the results of a survey (n=105), Priyanka Chopra's Met Gala trench coat dress was seen as the most impactful viral Bollywood fashion moment worldwide, receiving 40% votes. Deepika Padukone at Cannes came close with 20% votes. Alia Bhatt's Sabyasachi saree at the Met Gala received 13.3% votes. Natasha Poonawalla's dramatic Met Gala looks and the fashion at the recent Ambani wedding received 10.5% and 9.5% of the votes respectively. 9.5% of respondents chose "None of the above." These results indicate that Priyanka Chopra's Met Gala look had a great influence on international fashion forums and thus really reached a mass audience.

Q. Who Do You Think Has the Most Impact on Popularizing Indian Fashion Trends Globally?

The survey results (n=105) reflect that Bollywood celebrities are somehow considered to be the most impactful in making Indian fashion popular at a global level as 39% of respondents choose this option. Social media, like Instagram and TikTok, obtained 32.4% of votes. Then, Indian fashion influencers gathered 17.1% of the votes, whereas fashion designers received 11.4% of the votes. These findings imply that the Bollywood celebrities and social media are prominent in the furtherance of a view of Indian fashion to the global world and, hence, influence patterns.

Q. Do You Think Bollywood Music Videos and Dance Routines have Popularized Indian Fashion Trends Outside India?

The results of the survey (n=105) are such that the vast majority of the participants believe that Bollywood music videos and dance routines popularize Indian fashion trends internationally. 80% of the participants responded with a "Yes," while 20% of the participants responded with a "No." It seems, therefore, that the role of Bollywood music videos and dance routines in amplifying the popularity and visibility of Indian fashion trends across the globe is significant.

Q. Which Motif Amongst these have You Seen Been Used Frequently?

The survey results (n=105) prove that among the motifs, Butti Motifs are most often encountered, as 29.5% of respondents voted for this variant. Bandhani Motifs and Jaipur Block Motifs stood at a close distance with 25.7% and 22.9%, respectively, in the votes. 21.9% of the votes went to Kalamkari motifs. According to the results, there is a predisposition of people toward Butti motifs, which are also commonly used in Indian fashion and textile production.

The three most significant findings from this analysis:

1. *Global Acceptance of Indian Fashion:*

A large majority (74%) of the respondents rate Indian fashion as globally accepted. Again, it is another significant change in the ways of the global fashion world, with Indian fashion emerging into strong international acceptance.

2. *Indian Fashion Influencers and Celebrities:*

Bollywood celebrities and social media influencers are considered significant drivers in spreading Indian fashion across the globe. According to 64.4% of the respondents, they have a significant say in spreading Indian fashion trends. This thus underlines celebrity endorsements and social media influence on international trends.

3. *Social Media Impact on Indian Fashion's Global Acceptability:*

Social media sites are believed to be a necessity to connect the fashion gaps between cultures and take Indian fashion worldwide. Most respondents across regions believe that Indian fashion moments are going viral on social media sites and it popularizes Indian fashion at the global level. This assumes the potential of social media sites for reaching Indian fashion to a wider scale among larger audiences.

Q. How can we Enhance Global Recognition of Indian Fashion in a Simple Yet Impactful Way?

The survey results prove that to enhance global recognition of Indian fashion, respondents emphasized the need for collaboration, cultural integration, and strategic marketing. Key suggestions include collaborating with international designers, influencers, and brands to create hybrid collections that blend Indian craftsmanship with global trends. Participation in prestigious fashion weeks and global exhibitions was highlighted as crucial for showcasing India's rich textile heritage and diversity. Social media emerged as a dominant tool, with ideas ranging from campaigns that tell artisan stories to influencer partnerships promoting traditional and fusion styles. Many responses advocated for everyday wearability, suggesting incorporation of Indian elements into Western fashion, such as using block prints, traditional fabrics, and jewelry. Representation in mainstream media, especially through Indian and international celebrities embracing Indian designs at global events, was considered impactful. Additionally, fostering accessibility through affordable options and promoting sustainability tied to Indian craftsmanship were recurring themes. Celebrating India's cultural roots unapologetically while modernizing traditional elements for

wider appeal was a shared sentiment. These approaches collectively aim to position Indian fashion as versatile, sustainable, and globally relevant.

6. Collaboration, Craftsmanship, Social Media, Fusion, Representation

Global recognition of Indian fashion can be enhanced through strategic collaborations, leveraging social media, emphasizing craftsmanship, promoting fusion, and increasing representation. Collaborations with international brands, designers, and influencers can create unique hybrid collections that merge Indian heritage with global trends, capturing wider audiences. Social media serves as a powerful platform to showcase Indian fashion through campaigns, influencer partnerships, and storytelling about the rich cultural heritage and artisan craftsmanship. Highlighting the intricate work of artisans, such as traditional textiles and embroidery, can connect with global audiences seeking authenticity. Fusion designs, which integrate Indian elements into Western outfits, offer an accessible way for non-Indians to embrace Indian fashion. Representation in mainstream media, fashion weeks, and global events by Indian celebrities and influencers wearing traditional and fusion styles ensures visibility and inspires cultural appreciation. Together, these efforts can elevate Indian fashion's presence on the global stage.



Fig. 5.



Fig. 6.

7. Conclusion

The findings of this research underscore India's growing prominence as a pivotal force in the global fashion and pop culture landscape. With a significant 74% of respondents acknowledging Indian fashion's global acceptance, it is evident that the rich heritage, intricate craftsmanship, and cultural narratives of Indian fashion are no longer confined to regional borders. Instead, they resonate on international platforms, exemplified by the rising popularity of Indian motifs, textiles,

and jewelry across diverse age groups and global regions. This growing recognition reflects the adaptability of Indian traditions to contemporary tastes while maintaining their authenticity.

The influence of Indian celebrities, Bollywood, and social media is particularly striking. The research highlights that 64.4% of respondents view Indian influencers and celebrities as crucial drivers of Indian fashion's global visibility. Viral moments like Priyanka Chopra's Met Gala trench coat dress and Bollywood dance routines are testaments to the power of storytelling in bridging cultural fashion gaps. Furthermore, social media trends, such as innovative saree draping, are pivotal in fostering a cultural exchange that not only popularizes Indian fashion but also enhances its global appeal. These insights reaffirm the instrumental role of media and celebrity culture in shaping international perceptions of Indian fashion.

Ultimately, this study confirms that India's meteoric rise as a fashion mega owes as much to its traditional heritage as to its innovative adaptability. The global acceptance of Indian fashion, combined with the catalytic impact of social media and celebrity endorsements, signals a transformative shift in how the world views India's cultural identity. By leveraging its rich legacy and contemporary creativity, India continues to captivate global audiences, positioning itself firmly as a trailblazer in the modern fashion industry. This journey not only strengthens India's cultural influence but also lays a foundation for its sustained presence as a global fashion powerhouse.

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