



Sheeba's Reflections



During my days at the Ondus Valley School, a wise professor use to say "less is more" when it comes to designing. O have always kept this in mind and O believe that my design esthetics are a result of this very important lesson. This is my first unstitched collection and honestly speaking, O was not expecting such a collecton, so soon. From starting a fashion label, which was expected to primarily focus on conture fashion, to launching an unstitched luxury formals collection in collaboration with a well known textile group, Sheeba Kapadia has come a long wasy in a short period of time. This has only been possible due to extreme hard work and my passion for fashion designing. Yet! this is still, just the beginning. A lot many unstitched collections will be coming in the near future.

Aeonian Ardor is a reflection of various female emotions and characteristics that D can personally relate to. The whole cocept, product design and messaging in this lookbook is based on the premise of female emotions. Being women, the various roles we play in the society, require us to not only be strong, but also fulfill those roles with perfection. While performing such roles, we sometimes feel shy, sometimes we are happy and sometimes we need to be contended with whatever we have with a strong faith in the Almighty for good times to come. Each design of Aeonian Ardor personifies these emotions.

So ladies! hold your emotios strong and grab your favorite Aconian Ardor design..

With all my love, Sheeba Kapadia



















