

# Ahluwalia

Spring Summer 2025 - *Home Sweet Home*

*A celebration of the soulful ties between identity and home.*

Echoes of belonging, the pull of distant memories, and a secure sense of self—Ahluwalia's SS25 collection serves as an homage to the profound ties that bind us to our roots. Inspired by the stories of those who have traversed continents, the collection reflects on the emotional landscapes of migration, the lingering call of ancestral homes, and the delicate balance between past and present. Through this exploration, the designer reimagines the concept of home, intertwining personal history with artistic expression to create a collection that resonates with one's deepest longings.

Blending traditional and contemporary influences, the evocative offering centres on the recognition of home as both a basic human right; a sanctuary offering physical and emotional comfort. For Creative Director Priya Ahluwalia, a transformative trip to Jamaica prompted a reflective examination of her Indian-Nigerian heritage and family home upon her return. Moved by a woman in her '80s, whose abode, crafted by her late husband and filled with memories, left a profound impact, Priya's reflections were further shaped by her Nana's enduring emotional pull to India, despite living in England for over 50 years.

The exploration of homecoming is further brought to life through various techniques and fabrics. Influenced by the work of Peruvian artist and writer Jorge Eielson, much of the collection's pieces feature panelled fabrics which have been drawn, knotted, pleated and pulled across the body, signifying the emotional and physical pull of home that individuals experience as they navigate the world. Infusing Home Sweet Home with the nostalgic comfort of fluffy viscose yarn, SS25 offers a unique collection of pieces that intertwine personal history with innovative design.

Indeed, tailored suits crafted from deadstock Chloe fabric merge refined elegance with the brand's commitment to sustainability, while embellished two-piece woven dresses introduce layers of intricate texture and depth. Tile and checkerboard patterns on jersey dresses add a fresh dynamic to classic silhouettes; viscose dresses cascade with effortless grace. Meanwhile, the collection's knits and tank tops deliver a playful nod to vibrant gradients and textured effects.

Elevating the narrative, new print designs—including floral and leaf motifs inspired by the wallpaper in Priya's grandparents' first home in the UK—infuse the range with personal history. Dresses are distinguished by a unique lace-up detail along the open seam, while tops crafted from vintage doilies are adorned with beading. On the men's side, the line features matching two-piece sets with home-inspired patterns, enriched by vertical stripes and tile and checkerboard motifs. The tactile allure of raffia in knit, woven, and jersey styles introduces visual and material variety, while beaded wigs and embellishments on evening shirts, tailoring, and asymmetrical draped tops evoke the traditional wooden curtains found in Nigerian doorways.

Ahluwalia places a significant emphasis on colour for another season, debuting a palette that highlights the warmth, nostalgia, and comfort associated with home. Shades of ecru, terracotta, amber, and browns draw from the earth and natural material; dusty pinks, bright khaki, sky blues, and blacks provide further balance, bringing a sense of tranquillity and grounding. Ombre effects and finishes add sophistication to the range, creating a collection that is both visually rich and reminiscent of the brand's continued dedication to weaving together personal and cultural stories.

Combining music with personal reminiscence, the seasonal presentation sees Ahluwalia team up with Amsterdam-based collective MassiveMusic, Nigerian artist and close collaborator Adekunle Gold, and his producer Michael Seyifunmi, to craft an immersive soundscape that weaves together artistry from around the world. From the beeping horns of Indian traffic and the rumble of London's underground, to the sizzling sounds of frying pans, and authentic Afrobeat vocals, the soundtrack is a tribute to the diverse auditory landscapes that reinforce our ties to places.

Blending classical and modern Arabic music, MassiveMusic's collaboration with Syrian-Dutch Kanun instrumentalist Shaza Manla is elevated by a live performance. The track, which features Afrobeats, Bollywood, and garage samples, adds depth to the piece, resulting in a nuanced auditory experience reflective of Priya's upbringing, as models showcase the collection.

Speaking on his involvement, Adekunle Gold comments: "I've loved Ahluwalia's work for some time now so I was excited to collaborate with Priya on this project, bringing together two of my biggest passions, music and fashion. You'll hear influences from Nigeria with the talking drums, combined with influences from Priya's Indian heritage and British upbringing to create a whole new rhythm. It's such a special soundscape both sonically and creatively and I can't wait for everyone to hear it."

In its role as a principal partner, Pandora's jewellery for Ahluwalia's show deepens its tribute to Indian-Nigerian traditions by incorporating traditional stacking and layering techniques. Reminiscent of ancestral paintings, models are adorned with rings, necklaces, and bracelets crafted using 14k yellow gold, colourful man-made crystals and treated freshwater cultured pearls. Furthermore, the PUMA Speedcat sneaker, a favourite silhouette of Priya Ahluwalia, graces a curated selection of looks, infusing a sleek athletic touch into the collection.

For Ahluwalia's SS25 show, Church House is transformed into a stage that tells a story of home and heritage. Vintage Persian and Indian rugs—graciously provided by Shame Studios—line the runway in a patchwork style, evoking a sense of nostalgia and familiarity that resonates with many. Enriching the atmosphere, a beaded curtain with dried chillies and marigolds echoes traditional Indian and Nigerian kitchens, while the space's architectural charm serves as a peaceful, contemplative ambiance that invites a deep sense of belonging.

Home Sweet Home is a collection that captures the richness of memory, migration, and the desire/search for belonging—a universal tribute to the homes we carry within us.

## Credits

Creative Director: *Priya Ahluwalia*

Stylist: *Nell Kalonji*

Stylist Consultant: *Rebecca Perlmutar*

Casting Director: *Troy Casting*

Hair Stylist: *Issac Poleon*

Makeup Artist: *Mata Marielle*

Manicurist: *Cherrie Snow*

Prop Stylist: *Grace Snellock*

Production: *Little Giant Productions*

PR: *Karla Otto*

Words: *Sanj Patel*

Runway Photographer: *Stefan Knauer and Olivier Caisse*

Backstage Photographer: *Jason Llyod-Evans*

Lighting: *LightLab*

Video: *DUCK Productions*

Music & Sound design: *MassiveMusic in collaboration with Adekunle Gold & Michael Seryifunmi*

MassiveMusic: *Cece Wyldeck, Jasper Slijderink & Friso Hoekstra*

Kanun Instrumentalist: *Shaza Manla*

Priya Ahluwalia would like to extend loving thanks to the creative team, Madhu Ahluwalia, Elshadai Rumbidzai Gore, Solange Ting, Kiara Oluyole, Sanjula Bodaji Thangkhiew, Anais Obenson, Nicky Balogun, Sebastian Young-Smith, Indiana Di Francesco, Arielle Uno-Ekwang, Rebecca Halpenny, Megan Alloh, Ranaya Aggarwal, Hannah Kissiedu, Grace Anderson-Smith, Oury Samb, Janelle Tettey, Jade Gonzalez, Louise Nindi, Sami Ambrose, Julia Terrey, Rachel Connolly, Sonya Daniltseva, Justyna Gorska, Honor Dangerfield, Shaahen Merchant, Fariha Yassin, Megan Wheeler, Paul-Anthony Smith, Jade Louise Bradford, Matthew Beale, Haseeb Azizi, Holly Cooney, Caroline Rush and The British Fashion Council.

As well as to our sponsors Pandora, Puma, MassiveMusic, Mac Cosmetics, Akt, Jimmy Choo, BioSculpture, Shamestudios, Creed and Church House Westminster.

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### *About Ahluwalia*

Multi-award-winning label Ahluwalia was launched in 2018 by Priya Ahluwalia. Ahluwalia represents the intersection between near and far, past and present. The label combines elements from the designer's dual Indian-Nigerian heritage and London roots. It explores the potential of vintage and surplus clothing by giving existing material a new life through various textile and patchwork techniques. This means that many Ahluwalia pieces are one of a kind. Inspired by art, music and literature, much of the work created by Ahluwalia go beyond her collections and include collaborative campaigns, books and films. Ahluwalia is deemed as a pioneer in the fashion industry and is regularly featured in press from all over the world, from the New York Times and i-D to Vogue and many more. Ahluwalia is available in renowned stores worldwide, including Matches Fashion, Browns, Bergdorf Goodman, Ssense and Nordstrom.

ahluwalia.world @ahluwalia

### *About Pandora*

Pandora is the world's largest jewellery brand. Pandora's hand-finished jewellery crafted from high-quality materials offers endless possibilities for personalisation empowering people to express their personal style through its pieces. Starting as a small jewellery shop in Copenhagen, Denmark more than 40 years ago, today Pandora is present in over 100 countries. Pandora is committed to leadership in sustainability and is sourcing recycled silver and gold for all of its jewellery, just as the company has set out to halve greenhouse gas emissions across its value chain by 2030.

@theofficialpandora

### *About Puma*

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

@pumasportstyle @pumauk

### *About Massive Music*

MassiveMusic, a Songtradr company, is the agency of record for some of the most famous brands in the world. As a trusted partner, MassiveMusic delivers everything a brand needs in the field of music, voice and sound. Impactful strategies, sonic brand identities and best-in-class compositions – the agency creates these and so much more thanks to its fervent passion for music combined with craftsmanship and scientific research. The ultimate goal? To make the world sound better, while helping brands and agencies be more effective through the emotional power of sound. Learn more at <https://massivemusic.com/> and follow along on LinkedIn, Instagram, Facebook or Twitter

### *About Adekunle Gold*

The buzzing Nigerian music phenomenon, innovator and style icon Adekunle Gold has gained momentum worldwide with his signature sound which embodies soul-stirring vocals, addictive melodies and razor sharp lyricism.

@adekunlegold | [www.adekunlegold.com](http://www.adekunlegold.com)

### *About Mac Cosmetics*

M·A·C (Make-up Art Cosmetics) is a leading brand of professional cosmetics and part of The Estée Lauder Companies Inc. Since its creation in Toronto, Canada, 40 years ago, the brand's popularity has grown through a tradition of word-of-mouth endorsement from Makeup Artists, models, photographers and journalists around the world. M·A·C is now sold in over 130 countries/territories worldwide. Follow M·A·C on Instagram, TikTok, X, Snapchat and Threads (@MACcosmetics); become a M·A·C fan on Facebook (facebook.com/maccosmetics); and watch M·A·C videos on YouTube (youtube.com/maccosmetics). For a M·A·C location near you, visit [maccosmetics.co.uk](https://maccosmetics.co.uk) | @maccosmeticsuki

### *About Akt*

AKT is a London-based natural deodorant brand focused on sustainability and performance. Created by two West End performers, AKT is designed for people who need reliable, high-quality protection. With no aluminium, no plastic, and no compromise on effectiveness, AKT products are crafted with care for both you and the environment. Every product is cruelty-free and crafted to perform under pressure, making it a go-to for those who demand more from their body care routine. Together, AKT and Ahluwalia aim to inspire a new standard in self-care and fashion that prioritises performance, design, and environmental responsibility during London Fashion Week 2024.  
@akt\_ldn

### *About Jimmy Choo*

Established in 1996, Jimmy Choo is a global luxury accessories brand with an empowered sense of glamour and a playfully daring spirit. Celebrated for its confident style and craftsmanship excellence, Jimmy Choo is synonymous with the art of celebrity dressing and red-carpet style. The house's innovative spirit meets time-honoured techniques in the form of exceptional collections spanning footwear, handbags, fragrance, a range of accessories and a growing men's offering. Together, CEO Hannah Colman and Creative Director Sandra Choi have built a global powerhouse defined by glamour, optimism and joy. Jimmy Choo is part of the Capri Holdings Limited global fashion luxury group publicly listed on the New York Stock Exchange under the ticker CPRI.  
@jimmychoo

### *About Bio Sculpture*

Bio Sculpture offers unrivalled strength and optimises the health of your nails. They do this through a fully prescriptive approach across a variety of salon and at-home products. BIO SCULPTURE produces premium nail gel systems, used by distinguished nail technicians for over 35 years. With an eco-friendly manufacturing facility based in South Africa, BIO SCULPTURE's ethical business approach provides quality products and professional training. Bio Sculpture's tailored nail treatment range allows for you to care for your nails at home. During your Bio Sculpture manicure your technician will offer you a thorough nail health analysis and recommend your prescriptive nail treatment. Alternatively, take their nail health quiz now - <https://www.biosculpture.co.uk/pages/ethos-nail-prescription>. For more information, please visit <https://www.biosculpture.co.uk/> | @biosculpturegelgb

### *About Shamestudios*

Shame Studios specialises in bespoke and vintage rugs. A penchant for the playful defines their work, focusing on the imaginary and the possible. Combining a hunger for innovation with a reverence for the history of their craft. Working closely with weavers across the world, they create pieces that are imbued with the traditions of those who make them whilst being distinctly modern in style.  
@shamestudios

*About Church House Westminster*

Beautiful Grade II-listed multi-purpose event venue, located in the heart of Westminster and set within Dean's Yard with stunning views of Westminster Abbey. Nineteen versatile rooms full of character with the largest space, the iconic Assembly Hall Award-winning in-house team of event managers, caterers and audio-visual technicians offering the latest in event technology to guarantee engaging and innovative events. Church House Westminster is the perfect venue for award ceremonies, conferences, fashion shows, Christmas Parties and product launches.

@churchhouseconf