

A fresh frame for everyday tradition.

An editorial direction for Aarini and Riva that gives each silhouette room to speak, with familiar ethnic styling and a quieter, contemporary layout.

New creative concepts. Real products, brand-sourced imagery.

AasnaayaTHE EVERYDAY EDIT

A woman is shown in three different poses wearing a blue and white chevron-patterned sleeveless kurti. In the main image, she is sitting on a wooden stool, looking down. Two smaller inset images show her from the back and from a side profile, highlighting the backless design of the garment.

**Tradition.
A little differently.**

Aarini Strap Sleeveless KurtiDiscover the edit ↗

01 / Aarini Strap Sleeveless Kurti

AasnaayaTHE SECOND EDIT

A woman is shown from the waist up, wearing a sleeveless kurti with a halter neck and a dense, multi-colored geometric pattern. She is holding a matching patterned shawl or dupatta.

**A new perspective
on the everyday.**

Riva Halter NeckDiscover the edit ↗

02 / Riva Halter Neck

The design decisions

1. Keep the original garment photograph intact, with no generated pattern or fit changes.
2. Use a soft green field and an editorial serif to echo the printed collection.
3. Name the exact product below a short styling headline; make the destination specific.

From product to a useful test.

The starting point

The source collection brings contemporary halter and sleeveless silhouettes into an ethnic-wear range. The selected images show the garments clearly and carry the colour and print story.

The hypothesis

A silhouette-led frame may help shoppers recognise the style before processing an offer. Compare product-led and styling-led openings with otherwise consistent campaign settings.

Proposed measurement plan

1. Compare an Aarini product frame with a Riva styling frame; keep audience and delivery conditions documented.
2. Read landing-page views and product-page engagement before interpreting purchases.
3. Check the current collection offer at publication time; only add pricing after the brand confirms it.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Aarini Strap Sleeveless Kurti

aasnaaya.com - product page checked 05 September 2026

Riva Halter Neck

aasnaaya.com - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

Material descriptions differ across parts of the source site. This study deliberately makes no fabric-composition claim and does not reproduce time-sensitive bundle prices.