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## The latest in luxury news for the week

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[Arushi Sakhuja](https://luxebook.in/author/arushi-sakhuja/) April 11, 2025 13 minutes read

This week in luxury news, it's all about bold moves, beautiful design, and unforgettable moments. From IKEA's STOCKHOLM 2025 collection debuting at Milan Design Week to Gaurav Gupta dressing Katy Perry in couture. Explore Jaipur Rugs' latest showcase, Akaaro's flagship store launch in Mumbai, and Sulwhasoo's new global ambassador, Lim Yoona.

### [IKEA Brings Its Timeless 'STOCKHOLM' Collection Straight from Milan Design Week](#)

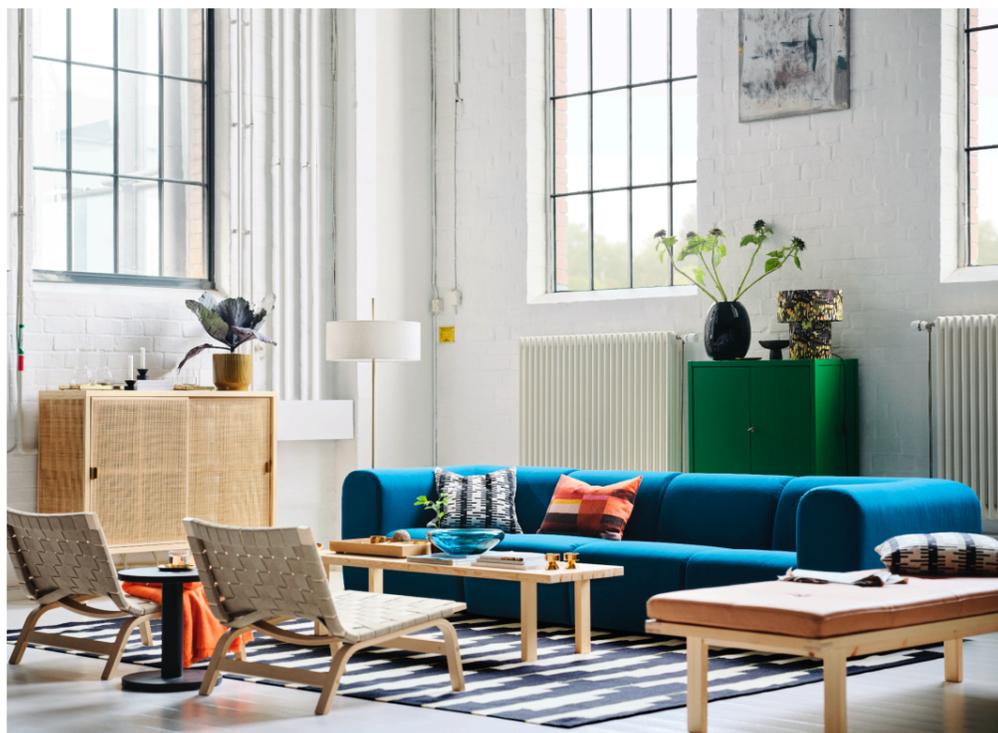


Image: IKEA

What's the latest in luxury news? All eyes are on Milan Design Week right now, and IKEA has made quite the splash. They've just announced the 8th edition of one of their most loved collections – STOCKHOLM. Celebrating 40 years of classic Scandinavian design, the 2025 STOCKHOLM collection includes nearly 100 beautifully made pieces, and 57 of them are coming to India.

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The new designs take inspiration from the changing landscapes of Sweden's capital, capturing the calm of nature and the rhythm of city life. This time, the collection has a more elegant and timeless feel, using a mix of sculpted wood, handwoven fabrics, and mouth-blown glass. The colours are soft and calming – earthy ochres, misty blues, and muted greens – all coming together to reflect the peaceful beauty of Nordic life, from deep forests and flowing rivers to the cosy warmth of home.

#### [Jaipur Rugs unveils Playing with Tradition collection at Salone del Mobile, Milano](#)



Image: Jaipur Rugs

Jaipur Rugs is turning heads at this year's Salone del Mobile in Milan with its new collection "Playing with Tradition," created with well-known designer Richard Hutten. That's not all – the brand is also showcasing exciting collaborations with Tatiana de Nicolay, Peter D'Ascoli, and VIMAR 1991. The idea behind all these collections? Mixing traditional craftsmanship with fresh, modern design. Jaipur Rugs has always focused on keeping heritage alive while giving it a contemporary twist – and this latest collection is a perfect example. Richard Hutten has taken age-old rug patterns and reimagined them with fun textures, bold colours, and playful designs that feel totally new, yet rooted in history.

What's special about the collection? It's inspired by India's Holi festival – so think bright colours, fun energy, and a lot of joy. The rugs include quirky touches like banana motifs and playful nods to silent film icons. Made from natural wool and crafted by hand, they're not just stylish pieces – they're made to last, to be passed down, and to get even better with time.

#### [Katy Perry wears Gaurav Gupta Couture at The 11th Breakthrough Prize Ceremony](#)

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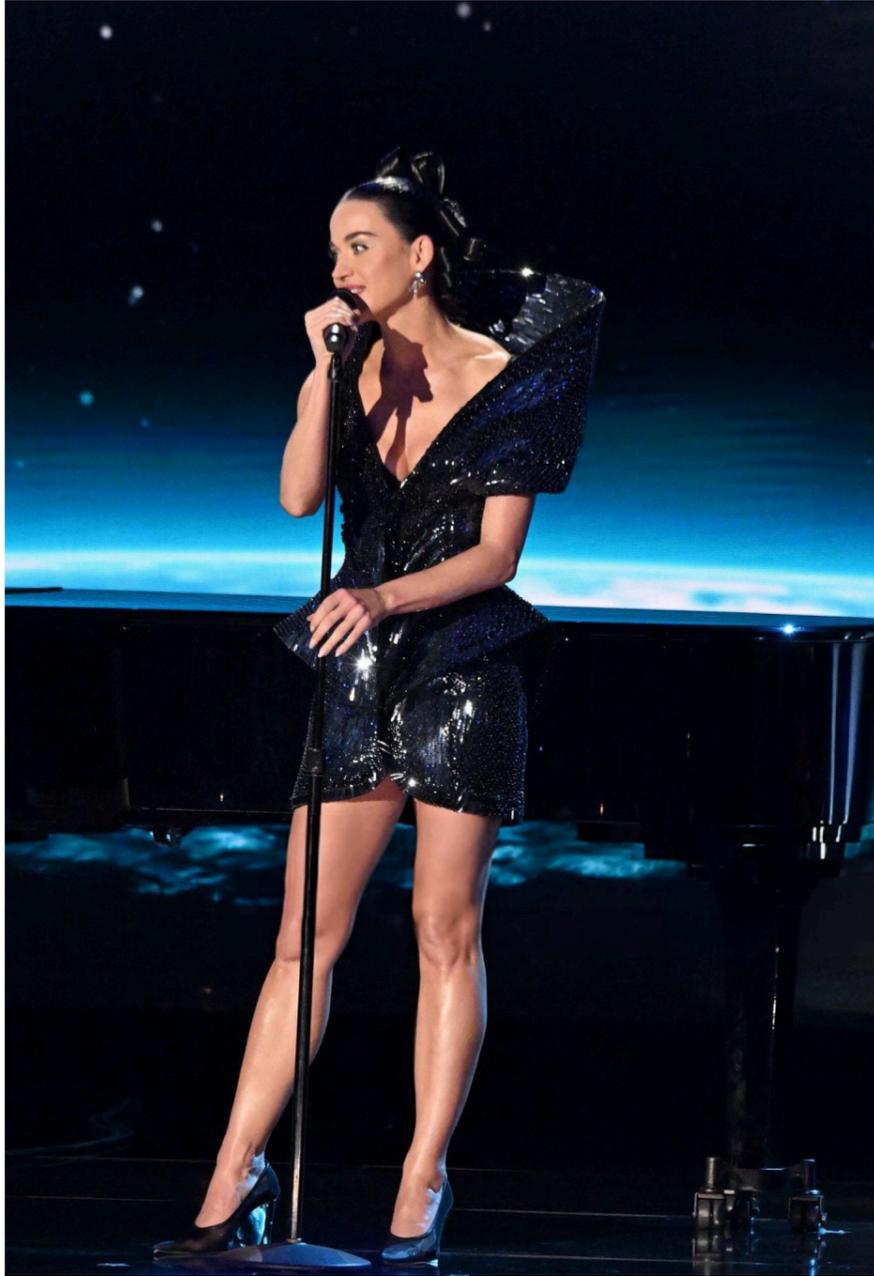


Image: Gaurav Gupta

It seems like Indian designers are going global and making their mark on the international stage. This week's luxury news spotlight Katy Perry's Gaurav Gupta Couture at The 11th Breakthrough Prize Ceremony in Santa Monica, California.

For the red carpet, Katy wore a stunning silver-blue gown from Gaurav Gupta Couture. The look was futuristic and sculptural – a real showstopper. The gown was inspired by the graceful movement of reptiles and featured detailed hand embroidery with glass beads. It took more than 800 hours to make over four months! The shimmering silver-blue shade gave off a dreamy, celestial vibe that perfectly matched Katy Perry's bold red carpet style. This gown originally made its debut at Paris Couture Week in Gaurav Gupta's 'Aarohanam' collection.

Later, for her performance at the event, Katy changed into a striking jacket dress from the designer's Autumn/Winter '24 collection, 'Jyotirgamaya'. This look was all about strength and sparkle – think a futuristic jacket covered in light-catching glass and crystals, designed to move beautifully with every step. It took five artisans over 480 hours to craft, and the result was a powerful, bold look that felt just as artistic as it did glamorous.

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Image: Gaurav Gupta

### Akaaro Opens Doors to Its First Flagship at Ballard Estate, Mumbai

Image: Akaaro

Making it to this week's luxury news is an exciting new opening. [Akaaro by Gaurav Jai Gupta < https://www.akaaro.com/?srsltid=AfmBOorasEHG0lz9z3iBFmWdInVoa6X2oGQJ6zu3b7RJlwcwvTAzOPQE>](https://www.akaaro.com/?srsltid=AfmBOorasEHG0lz9z3iBFmWdInVoa6X2oGQJ6zu3b7RJlwcwvTAzOPQE) has just opened its very first flagship store in Mumbai, right in the heart of Ballard Estate. But this isn't just another pretty retail space. It's more like a living, breathing installation that tells the story of the brand's 15-year journey in the Indian fashion world.

Far from your typical shop, the store is a curated experience that blends textile innovation with cultural storytelling and sensory design. Expect interactive displays and an eye-catching window installation by artist Ashish Karmali that instantly draws you in. Karmali's work — sculptural tetrapods made using Akaaro's own textile waste — is a powerful nod to Mumbai's spirit and a beautiful reminder of the brand's dedication to sustainability and thoughtful design. Set in one of the city's most iconic neighbourhoods, this new store is a celebration of Akaaro's mission: reimagining Indian handlooms with a modern twist, and now, inviting everyone to step into that vision.

Speaking about the new space, Gaurav Jai Gupta, Founder of Akaaro, shared, "This space is an invitation to engage with textiles as a form of intellectual and sensory experience. We aim to create a platform where the dialogue between craft, design, and culture can unfold. Ashish Karmali's installation adds a powerful layer of meaning, connecting our textiles to the very fabric of Mumbai's enduring spirit."

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### Sulwhasoo bring on Lim Yoona as the Global Ambassador

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Big news from the world of beauty – Sulwhasoo, the much-loved Korean skincare brand, has just named actress Lim Yoona as their new global brand ambassador. If you're a fan of glow-up secrets, this one's for you. Lim Yoona is kicking things off with Sulwhasoo's global campaign for their hero product, the First Care Activating Serum. It's the brand's best-selling first-step anti-ageing serum and a bit of a cult favourite. Rooted in traditional Korean herbal wisdom, this serum is all about laying the perfect base for healthy, glowing skin. With every drop, it helps brighten your complexion, even out skin tone, and smooth fine lines – no wonder it's a skincare staple.

### House of Glenfiddich X Three Sixty Unveil their Luxury Collection at Escape Goa

House of Glenfiddich x Three Sixty, in association with Escape Goa by veteran designer Ritu Beri, hosted an exclusive soirée that celebrated the intersection of luxury, craftsmanship, and creativity. The highlight was the House of Glenfiddich x Three Sixty collection—an elegant fusion of art, functionality, and indulgence. Guests were treated to a multisensory experience where the scent of aged whisky mingled with rich leather and artistic design. The collection featured handcrafted leather bars, accessories, and homeware, including the standout Linear Bar Counter with quilted leather panels, brass stag accents, and built-in storage for barware and chillers. Other highlights included beveled mirror bar shelves,

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vintage-inspired bar stools, a crocodile print tray set, and a portable bar for luxe entertaining on the go. Extending into travel and home décor, the collection also offered waist bags, passport holders, leather-clad tables, and the chic Casa Trio Set—seamlessly blending sophistication with utility.

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Arushi Sakhuja

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