SOBO CULTURE

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# SEPTEMBER 2026

**THE SOUTH BOMBAY EDIT — STYLE • ART • CULTURE - INNOVATION**

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A 25-page September edition shaped by Indian couture, festive dressing, modern celebrity style and the visual language of contemporary Mumbai.


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EDITOR'S NOTE

# The September Edit

September on SŌBO Culture reads like a city dressing for celebration. Couture, festive dressing, red-carpet polish and everyday confidence move through the month with one common thread: Indian style is at its strongest when heritage and modernity share the same frame.



SONAM PANDIT
THE SŌBO CULTURE EDITORIAL DESK

FASHION REPORT

# The Couture Moment




The month's defining fashion story was Manish Malhotra's 2026 showcase: a meeting point of couture craftsmanship, celebrity presence and modern Indian silhouettes. Intricate surfaces, jewel tones, neutrals and dramatic styling turned the runway into a study in contemporary luxury.

WOMEN'S WEAR

# Alia in Ivory




Alia Bhatt’s ivory couture look offered a quieter idea of glamour. Embellishment did the talking while the palette stayed restrained, proving that bridal-inspired fashion can feel modern without losing its sense of ceremony.



CELEBRITY STYLE

# Runway Chemistry

Vicky Kaushal and Alia Bhatt brought a distinctly Bollywood energy to the Manish Malhotra runway. Together, their styling showed how Indian couture can move between cinematic spectacle and wearable celebration.

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TREND REPORT

# The New Festive Wardrobe



Mumbai’s September celebrations made festive dressing feel less formulaic. The strongest looks combined traditional textiles, contemporary tailoring, statement jewellery and easy silhouettes—pieces designed to photograph beautifully without looking overworked.

CULTURE & STYLE

# Navratri: Colour in Motion



SŌBO Culture's September Navratri story captures Mumbai through Garba, Dandiya, devotional rituals and festive fashion. Chaniya cholis, kurtas and jewellery become part of the city's visual rhythm, where celebration and style naturally meet.

PROFILE

# New National Crush 26 Tanya Mishra

Tanya Mishra's growing digital visibility places modelling, acting and social media in the same conversation. Her September profile looks beyond the "national crush" phrase to the professional journey behind the photographs.





BEAUTY & IMAGE

# The Art of the Look

A fashion image is never only about clothes. Hair, makeup, jewellery, posture, location and light create the final language. September's SŌBO stories repeatedly show how styling can transform a familiar silhouette into a recognisable moment.

MEN'S WEAR

# Men's Wear: Ease Wins



The September menswear stories leaned toward confidence without complication. A striped shirt, a white bandana, a sharply cut black look or a modern Indian silhouette can become the entire statement when proportion and attitude are right.



STYLE STUDY

# The Bandana Detail

Salman Khan’s Ganesh Utsav look focused on simple pieces: a light-blue striped shirt, rolled sleeves, a silver chain and a patterned white bandana. The lesson is useful beyond celebrity style—one considered accessory can define an otherwise relaxed outfit.

STYLE GUIDE

# Festive Menswear



For September’s celebration calendar, menswear works best when comfort and ceremony meet. Lightweight shirts, textured kurtas, clean jackets and restrained accessories create a wardrobe that can travel from family gatherings to evening events.

FESTIVE STYLE

# Riteish & Genelia: Traditional Ease



At Lalbaugcha Raja, Riteish Deshmukh and Genelia Deshmukh showed how traditional dressing can feel personal rather than costume-like. Ivory, purple, embroidery and jewellery created a coordinated festive vocabulary without overloading the frame.



JEWELLERY

# Jewellery Notes

September's strongest jewellery stories favour pieces that frame the face and elevate texture: chandbalis, layered necklaces, polished metallic details and festive accents. The principle is balance—let one category lead, and let the rest support it.

BEAUTY

# Beauty: Soft Power



The month’s beauty language moves away from excessive styling toward polished skin, defined eyes, controlled hair and details that survive close-up photography. The result is glamour that feels considered rather than crowded.



MEDIA & STYLE

# The Celebrity Image

September also highlights how quickly a single image can become a cultural reference point. From runway entrances to festive portraits, fashion coverage now lives at the intersection of editorial photography, social media and instant conversation.

SCREEN STYLE

# The Bigg Boss Look



Salman Khan's September Bigg Boss styling story shows the visual grammar of television fashion: strong silhouettes, recognisable details and looks designed to read immediately on screen. **Salman Khan Went Shirtless on BB20 set To Give a befit Reply to the Trollers**.



CULTURE

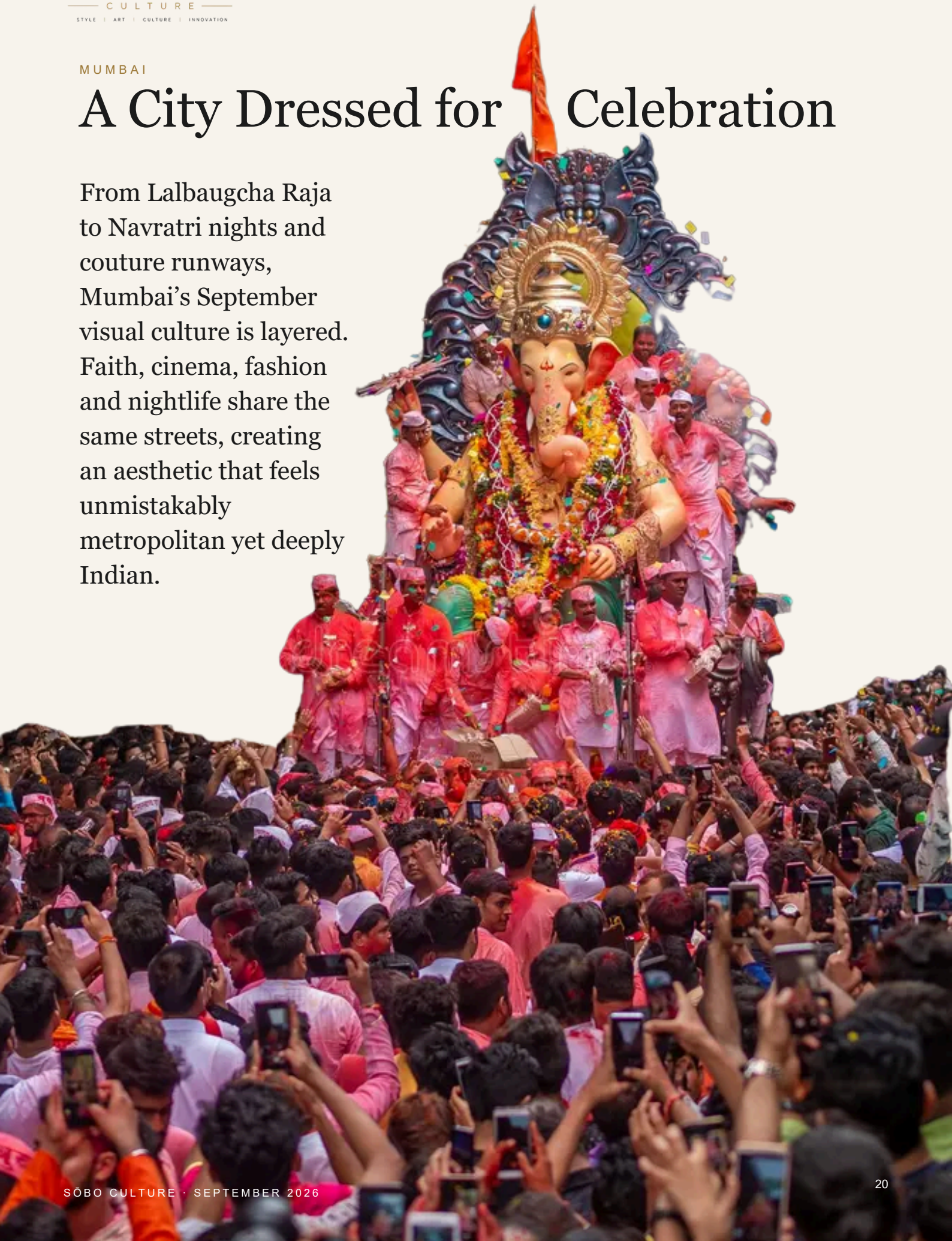
# Style & Self-Presentation

The September coverage also reflects a larger shift: audiences are increasingly interested in how public figures construct their visual identity. Fashion is not only about trends; it is about consistency, context and the confidence to make a look your own.

MUMBAI

# A City Dressed for Celebration

From Lalbaugcha Raja to Navratri nights and couture runways, Mumbai's September visual culture is layered. Faith, cinema, fashion and nightlife share the same streets, creating an aesthetic that feels unmistakably metropolitan yet deeply Indian.



INNOVATION

# Innovation in Indian Fashion



The September issue points to a future where traditional craft and digital storytelling are no longer separate worlds.

Editorial images, AI-assisted visual production, social platforms and couture craftsmanship are increasingly part of one connected fashion ecosystem.

THE EDIT

# The September Shortlist







Five ideas to carry forward: ivory as a modern neutral; festive colour with cleaner silhouettes; statement accessories over excessive layering; relaxed menswear with one signature detail; and fashion storytelling built around strong imagery.

COLOPHON

# Credits & Sources

Editorial concept: SŌBO Culture — September 2026 Edition.

Editorial themes are based on September stories published on soboculture.com

Reference Images are from the third party sources.

## September source stories referenced

- Alia Bhatt’s Ivory Lehenga Look
- Mumbai Celebrates Navratri
- Vicky Kaushal and Alia Bhatt at Manish Malhotra
- Manish Malhotra Fashion Show 2026
- Tanya Mishra profile
- Salman Khan’s White Bandana Look
- Riteish & Genelia at Lalbaugcha Raja
- Salman Khan’s September Bigg Boss look