

A woman with dark hair pulled back, wearing a gold necklace, large gold earrings, a gold watch, and several gold bangles. She is wearing a gold and brown patterned sari and is sitting on a brown sofa. She is looking directly at the camera with a slight smile. The background features a wall with vertical stripes and a floral pattern, and a floor lamp with a white shade.

Tradition Meets Timeless Glamour

BY ASHISH SAWANT



Ft. Helly Shah

Drenched in golden brocade and heritage elegance, she becomes a living canvas — capturing the soul of Indian tradition through the lens of modern artistry.



PHOTOGRAPHY: ASHISH SAWANT



Ashish Sawant is a celebrated fashion photographer and cinematographer whose work has graced magazine covers, luxury brand campaigns, soulful music videos, and acclaimed documentaries. With over a decade of experience, he blends artistry and technical mastery to shape light, mood, and narrative. As a Director of Photography, Ashish captures fashion's grandeur, cinema's emotion, and brand storytelling's power—delivering visuals that don't just impress but inspire, whether with iconic celebrities or raw, authentic moments.

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