

RITU BERI

Renowned Fashion Designer &
Founder, The Luxury League



Ritu Beri's name is synonymous with the explosive globalization of India's fashion industry.

A pioneer in her field, she launched her label in 1990.

Empowered, being the protégé of the French embroidery maestro, Francois Lesage, she fused Indian aesthetics with global fashion trends & in 1997, Beri was the first Indian Designer to be featured in PROMOSTYL, a prestigious magazine that forecasts global fashion trends, as the future of Fashion.

Taking her engagement with design beyond clothes, she initiated Ritu Beri Fashion Fraternity (RBFF) in 1997 to hand-hold aspiring designers and launch their brands.

Beri, was the first Indian designer to do a fashion show in Paris in 1999, during the La Semaine de la Haute Couture & she was the first Asian to head a French fashion house in 2000, Jean Louis Scherrer. She was thus anointed India's Fashion Queen.

Her creativity was objectively evaluated by fashion connoisseurs across the world. Rating, qualifying and quantifying her talent.

Lesage lauded her, « Ritu's contemporary expression has given to an Indian tradition of clothes, a mood of the Yves Saint Laurent collection of the eighties.

Suzy Menkes, reacted to her first show in Paris during the La Semaine de la Haute Couture & said, « Surprising as it might seem, Ritu Beri, from Delhi, gave a lesson in high fashion aesthetics and client-pleasing clothes-the essence of couture. This protege of the embroiderer Francois Lesage took a palette of quiet colors and sent out poetic mixes of baked mud, earth brown and black tinged with gold embroidery, or brighter kingfisher lined with zingy yellow ».

Time magazine declared her « The First lady of fashion in her country ». BBC credited her with a resounding headline: « Indian fashion takes a hold in the form of Ritu Beri ».

Retro as well as eclectic, versatile & futuristic following several nation wide polls by various publications, she was labeled a marquee designer, who had significantly leap-frogged ahead of her peers

Beri Entered the International Privy League of Power Dressers when she dressed the likes of Bill Clinton, Nicole Kidman, Prince Charles and Ivana Trump, to name a few.

To acknowledge her path breaking contribution to fashion and design, she was awarded the prestigious French honour, Chevalière des Arts de des Lettres and the Spanish title of The Lady of the Order of Civil Merit, one of the rarest of rare halo's.

Her visage is among the most recognizable face of India, listed amongst the 50 most important people of the country, counted amongst the galaxy of the Top 15 Women of India, nominee for the Economic Times Business of the year Award in India, she is noted to be amongst the 20 Best Dressed Celebrity Icons of the country, voted « Delhi Most Stylish' in a nationwide poll conducted by Hindustan Times, endorsed by Tag Heuer as their « Link Lady of India ».

In 2015, Ritu launched The Luxuri League, a Not-for-profit Foundation, established to enhance brand in India, globally through its arts, craft & brands, to reimagine the connotations of luxury in an Indian context.

She has written five books. The latest two trace « the journey of a restless mind » through the world of design.

In 2016, Ritu Beri was appointed Advisor to Khadi & Village Industries Commission, Govt. of India. Ritu Beri was appointed the Cultural & Tourism Ambassador of Uzbekistan in India by the Ministry of Tourism in Uzbekistan in 2019. Same year, Ritu Beri was also announced the Advisor to the Surajkund Mela, world's largest craft fair with over a million visitors a year. In 2019, beri was appointed Chief Designer Consultant for TRIFED – TRIBES INDIA, TRIBES India, Ministry of tribal Affairs, Govt. of India.

In 2020, a Postal Stamp has been issued to honour « Ritu Beri's » work – under the series of Indian fashion by the Government of India.

In 2021, Ritu Beri, the Cultural Ambassador for Uzbekistan in India facilitated a delegation of multiple stars from India film industry at The 13th. Tashkent International Film Festival 2021 in Uzbekistan.