

Pillow Scrunchie
Gingham & Lace



Festive Scrunchie
Gota Patti on Organza



Embroidered Scrunchie
Blanket Stitch on Cotton



Sheer Scrunchie
Organza / Tissue



Faux Mogra Scrunchie
Plastic

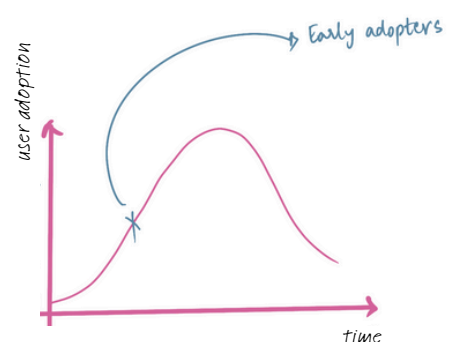


Block Print Scrunchie
Upcycled Fabric Waste



So-Big-So-wow!

Scrunchies have been a go-to trend for a while, but now, say hello to the new craze: **scrunchies XXL**. This week, we're diving into a colourful array of these gigantic, head-turning scrunchies from our home-grown brands. Perfect for your hair or your wrist, these statement pieces are the ultimate quick and fun accessory. Get ready to level up your scrunchie game!



Fashion adoption curve