

Masaba Gupta founded her label ‘House of Masaba’ at the age of 19 and since has won the title of the ‘Queen of Prints’. Within 15years, House of Masaba has become a renowned, award-winning luxury brand of bridal, festive, resort wear, and jewellery. House of Masaba’s designs are a celebration of colour that exude a playful and experimental aura. House of Masaba has grown to operate 17 flagship stores across India.

In 2022, the mother brand extended into Beauty with LoveChild, Masaba’s meticulously curated brand with products across make-up and fragrances among others that celebrates beauty with a unique Indian quirk. The brand offers an extensive range of high-performing multi-benefit products that are designed to suit all Indian skin tones. Launched online first with lovechild.in followed by ecommerce platforms; the brand has quickly gone beyond its digital success, establishing a presence in offline retail, making its unique hybrid products accessible to a wider audience.