

Ashi Studio, the Couture House Redefining Red Carpet Elegance

Maria Cattini | 12/01/2026 | FASHION

There is a certain kind of fashion discovery that feels almost intimate: a name you hear whispered backstage, a silhouette you start noticing on red carpets before it hits the mainstream. **Ashi Studio** belongs to that category. Quietly but decisively, the Paris-based couture house has become one of the most intriguing forces in contemporary haute couture, winning over celebrities who want something precise, sculptural and unmistakably different.

Founded in 2007 by Mohammed Ashi, the brand reflects a journey that moves from Saudi Arabia to Paris, from bridal craftsmanship to full-fledged haute couture. The result is a design language built on discipline and emotion: sharp structures softened by movement, romantic tension balanced by technical rigor.

From Bridal Roots to Haute Couture Recognition

Ashi Studio's early focus on bridal collections shaped its obsession with construction. Corsetry plays a central role, not as a nostalgic reference but as an architectural tool. Bodices are engineered to sculpt the body, while skirts and trains dissolve into fluid volumes, often created with layers of tulle that feel almost weightless.

What sets the brand apart is its ability to combine traditional craftsmanship with experimentation. Advanced techniques such as 3D printing are integrated into couture processes without turning the garments into conceptual exercises. The technology remains discreet, serving the silhouette rather than dominating it. This balance between innovation and timeless beauty explains why Ashi Studio feels contemporary without chasing trends.

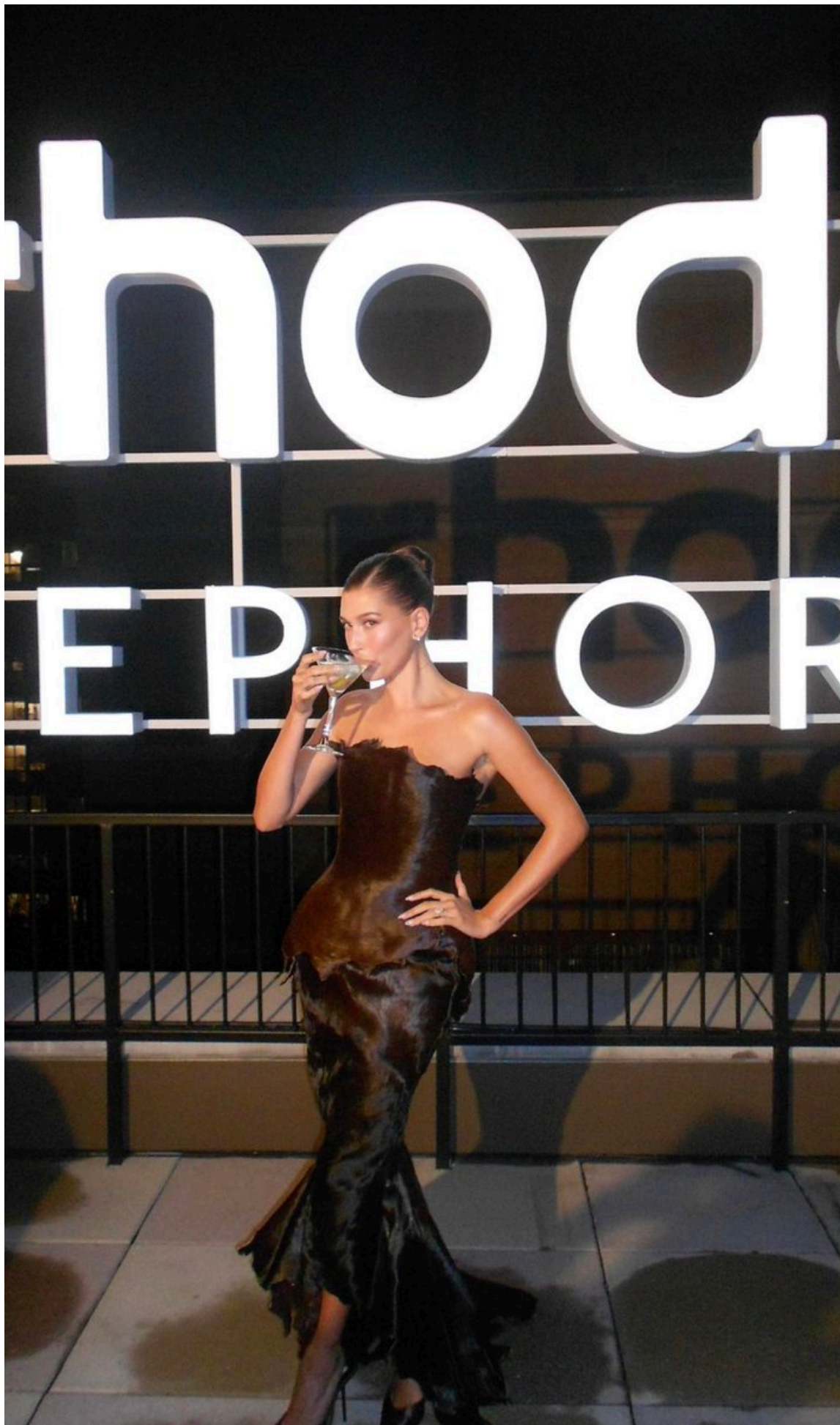
Why Celebrities Are Choosing Ashi Studio

Red carpets have become the brand's most powerful stage. A growing list of high-profile women has turned to Ashi Studio for moments that demand individuality rather than logo recognition. Among

them are Cara Delevingne, Lindsay Lohan and Cynthia Erivo, all drawn to the house's confident sensuality.

What they share is a desire for gowns that feel intentional. Ashi Studio designs rarely aim to shock; instead, they command attention through proportion, surface and restraint. Every detail appears considered, from the placement of seams to the way light moves across embroidered surfaces.





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Millie Bobby Brown and a New Red Carpet Chapter

One of the most talked-about moments came when Millie Bobby Brown attended the London premiere of the fifth season of *Stranger Things* wearing a look from Ashi Studio's Haute Couture Fall 2025 collection. The dress featured a black tulle corset with sheer panels, opening into a dramatic explosion of layered tulle at the back.

The gown felt like a visual statement about transition. Sensual yet controlled, theatrical without excess, it mirrored the actress's evolving public image: less ingénue, more assured presence. Ashi Studio's strength lies exactly here, in dressing moments of transformation rather than playing it safe.

Hailey Bieber's Sculptural Minimalism

A very different but equally revealing choice came from Hailey Bieber, who selected an Ashi Studio look for an event linked to her skincare brand Rhode. Taken from the Haute Couture Fall-Winter 2025 collection, the outfit paired a glossy brown short-hair corset with a long matching skirt.

The effect was quietly striking. The material caught the light without overwhelming it, while the silhouette emphasized the body with precision. It was a reminder that Ashi Studio can move effortlessly from dramatic tulle to refined minimalism, always maintaining a strong identity.

Kylie Jenner and the Power of Couture Craftsmanship

Perhaps the clearest demonstration of the house's artisanal depth arrived at the Golden Globe Awards, where Kylie Jenner wore a custom Ashi Studio Couture creation. The strapless corset, sculpted and fully covered in hand-embroidered metallic sequins, highlighted her silhouette with precision. Crystal straps added a subtle shimmer at the neckline.

The dress reportedly required over 300 hours of handwork, a detail that underscores Ashi Studio's commitment to true couture values. In an era where "couture" is often used loosely, this level of craftsmanship carries real weight.

A Couture House for Those Who Want Something Else

Ashi Studio's rise speaks to a broader shift in the luxury landscape. A sophisticated clientele, both celebrity and private, is increasingly willing to look beyond the most established maisons in search of originality. The brand's appeal lies in its refusal to dilute its vision. It does not chase spectacle; it builds desire through consistency, precision and emotional resonance.

In a world saturated with familiar names, Ashi Studio offers a quieter kind of distinction. And perhaps that is exactly why it continues to attract women who understand that true luxury does not announce itself loudly—it lingers.