Designer Masaba Gupta to star in second season of biographical series

By Isabelle Crossley - 1 December 2021

Designer and entrepreneur Masaba Gupta will star in a second season of 'Masaba Masaba', a fictionalised account of her life as a fashion designer which debuted its first season on Netflix in August, 2020.

Masaba Masaba has been renewed for a second season following the success of its first season which launched on August 28, 2020 on Netflix in India, the designer told Vogue India.

"Masaba Masaba, besides changing my life and providing a distraction to many during the pandemic, made people see that there is much more to a designer’s life," Gupta told Vogue India about the series.

"Fashion isn’t just a stop-gap between graduating school and getting married," said Gupta. “I wanted to fight that frivolity- and that designing is not about sketching, head in the clouds, with Dido playing in the background."
The series’ first season was written and directed by Sonam Nair, Nandini Gupta, and Anupama Ramachandran. Gupta played herself and her mother, actor Neena Gupta, played her mother in the six-part series which tells a fictionalised account of Gupta’s rise to fashion fame and personal life.

Gupta is also working to expand her brand House of Masaba, with a focus on online sales which now make up 60% of the brand’s total sales. The designer has also pivoted her approach to design to begin with analysing market trends to see what her customers want then using the data as a starting point for design, she said.