

Motherland Unveils 'Made in India' with MMA Icon Asha Roka as Digital Ambassador

Category: Business

written by International Khabar | August 25, 2026

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Motherland, the design-first Indian lifestyle brand known for its take on pop culture, subcultures and contemporary Indian life, has launched its new 'Made in India' collection, pairing minimalist design with a strong expression of cultural identity.

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THE NEW FACE: Roka, who represents India on the global stage, embodies Motherland's proudly rooted and fiercely independent identity

The launch also marks the appointment of MMA fighter Asha "The Knockout Queen" Roka as Motherland's Digital Ambassador.

Motherland's inspiration has always been India. The brand's world extends beyond clothing to lifestyle accessories, art and its collectible quarterly magazine, drawing from Indian cities, narratives, cultures, emerging trends and everyday references. Motherland's "Made in India" collection takes that approach in a more direct visual direction, through powerful words that represent homeland, placed at the centre of the design.

Bringing together polos, T-shirts, 70s-inspired ringer tees,

crop T-shirts and tank tops across unisex and women's fits, the Made in India Collection takes a typography-led approach. Featuring simple yet powerful words – 'INDIA', 'भारत', 'SWADESHI' and 'MADE IN INDIA' the collection's visual language is clean and considered, letting the words and silhouettes speak loud.

Ultimately, the Made in India collection is a new form of representation through everyday fashion, worn loud and proud; for people who seek pride in carrying Indian spirit and want that sentiment expressed in a contemporary, understated way.

The collaboration with Roka – a rising MMA star and the first Indian woman to win a 9-second knockout – reflects a similar side of contemporary Indian ambition; one built through discipline, persistence and the willingness to enter spaces where Indian representation is still growing. Her association with the collection brings together two distinct expressions of modern India: design and sport. The accompanying campaign places Asha firmly in her own and most recognized MMA environment. Rather than creating a conventional fashion setup, the campaign captures her within the physicality of her sport.

Asha Roka, MMA Fighter said, *"I've always felt that representing India is about more than where you come from. It's also about what you choose to do with your journey and how you carry that identity with you. That's what connected me to Motherland and this collection. The designs are simple but they have a strong presence, and that feels very close to how I approach my own work; stay true to who you are and let that speak for itself."*

The 'Made in India' collection is now available at Motherland Superstore.

Link to the collection:
www.motherlandsuperstore.com/collections/made-in-india

About Motherland

Motherland is a design-first Indian lifestyle brand exploring contemporary India through clothing, lifestyle products, emerging artists, and its collectible magazine. The brand draws from pop culture, regional references, subcultures and the emerging ways in which India is experienced and expressed today. Its product universe includes apparel, accessories and limited-edition collections, alongside the Motherland magazine, which explores subjects spanning culture, sport, fashion, cities, less explored narratives, and emerging trends.

