



Gaurav Gupta and MG SELECT Unveil a Sculptural Interpretation of MG Cyberster

New Delhi, January 19, 2026: Bringing couture sensibilities into the automotive realm, Gaurav Gupta has partnered with MG SELECT to bring forth a one-of-its-kind artistic interpretation of the MG Cyberster, World's fastest MG reimagined through the language of couture, sculpture, and contemporary craft. Unveiled on January 17, 2026 at the launch of Gaurav Gupta's first menswear flagship store at DLF Emporio, New Delhi, the collaboration marks the designer's expansion into menswear retail and celebrates a moment where fashion, art and automotive design converge.

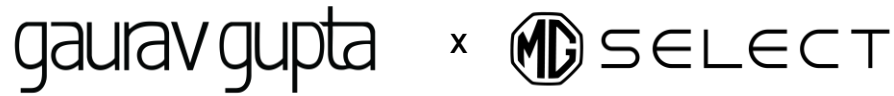
At the heart of the collaboration is the MG Cyberster – the convertible sports car capable of accelerating from 0 to 100 kmph in 3.2 seconds. Cyberster's stance evokes openness, movement, and emotional freedom, creating a parallel with Gaurav Gupta's fluid yet form-driven aesthetic.

Conceptualised over six months, the creative philosophy transforms the vehicle into a sculptural object where craftsmanship and industrial innovation coexist seamlessly. Inspired by speed interpreted through an Art Nouveau lens, the form translates motion into a striking visual language. Drawing from surrealism and the natural contours of the human body, the car is envisioned as a moving artwork rather than a static object.

A bespoke car artwork brought to life by Gaurav Gupta interprets his signature visual identity through organic forms and tonal gradients that flow seamlessly across the body. Articulated through brocade patchwork with accents of zari embroidery, the detailing brings together ancient craft traditions and heritage techniques with the precision of contemporary engineering. Further elevating the concept, the car features a custom embroidered hood bearing the Serpent Infinity motif, a symbol that has recurred across Gaurav Gupta's collections and evolved into a defining house code since its introduction at his Paris showcase Aarohanam. The coiled serpent signifies Kundalini energy, continuity and infinite transformation.

"I approached the car as I do couture, shaping it with movement and energy. The Serpent Infinity extends my creative narrative into a new medium," said Gaurav Gupta. He added, "Elements of traditional Indian embroidery and embellishment are reinterpreted for the automotive form, merging heritage craftsmanship with modern technology. Every surface and curve has a purpose."

Speaking about the partnership, Milind Shah, Interim Head – MG SELECT, JSW MG Motor India, said, "We see MG SELECT as a bridge between automotive engineering and contemporary lifestyle, where a car becomes part of a wider ecosystem of fashion, art and culture. Our focus is on creating moments where performance-led design naturally intersects with the worlds our customers already engage with. The Cyberster represents a modern interpretation of the iconic roadster, and collaboration with Gaurav allows us to express that philosophy beyond the car itself, through form, materiality and emotion."



About Gaurav Gupta

Founded in 2005, Gaurav Gupta is an Indian luxury fashion house internationally recognised for its sculptural couture and forward-looking design language. An alumnus of Central Saint Martins, Gaurav Gupta has built a distinctive aesthetic that merges indigenous Indian construction and embellishment techniques with architectural silhouettes and experimental draping.

A permanent member of the Paris Haute Couture Week calendar, the brand is among the few Indian houses officially invited by the Fédération de la Haute Couture et de la Mode. Known for pioneering sari-inspired gowns that introduced a new vocabulary in contemporary Indian couture, the house continues to redefine modern luxury through craftsmanship, innovation, and cultural storytelling. Gaurav Gupta's creations are worn by leading international figures across fashion, entertainment, and culture.

About JSW MG Motor India

SAIC Motor, a global Fortune 500 company with a presence in over 100 countries and JSW Group (India's leading conglomerate with interests across B2B and B2C sectors) formed a joint venture - JSW MG Motor India Pvt. Ltd. in 2023. The joint venture aims to build a smart and sustainable automotive ecosystem while continuing to stay focused on developing a diverse portfolio of vehicles to give car buyers better access to advanced technologies and futuristic products with attractive value propositions. JSW MG Motor India Pvt. Ltd. is committed to introducing world-class technology, strengthening the manufacturing landscape, best of innovation across its business operations, and generating significant employment opportunities through extensive localization.

About Morris Garages

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by celebrities, including British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 100 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,00,000 plus vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the innovative automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster, the Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology, MG Comet – The Street-Smart Car and India's first Intelligent CUV, MG Windsor.

Website: <https://www.mgselect.co.in/>

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