

## ?? Style of a Statesman: The Fashion Legacy of Prime Minister Narendra Modi

Published on 23 Aug 2025 | By IFI Correspondent



When it comes to political fashion, few leaders in the world command attention like Prime Minister Narendra Modi. Over the years, he has carefully shaped a unique visual identity that fuses traditional Indian craftsmanship with modern elegance—and his recent Independence Day 2025 appearance reaffirmed his status not just as a leader, but a style icon.

### A Signature Look for the Nation

On August 15, 2025, as the Prime Minister stood at the historic Red Fort, all eyes were drawn to his ensemble: a vibrant **saffron turban (safa)** with a fine gold border, a **classic white kurta-churidar**, and a **sunset-orange Nehru jacket** tailored to precision. Draped across his shoulder was a **handwoven tricolour stole**, rich in texture and symbolism.

Far from a mere outfit, it was a statement—blending tradition, patriotism, and personal flair.

“PM Modi understands the silent power of clothing. His appearance is always purposeful—each element tells a story,” says designer and textile expert Ritu Beri.

### 12 Years, 12 Safas: A Tradition of Meaning

From 2014 to 2025, Prime Minister Modi has made the **Independence Day turban** a centerpiece of his annual look. Each year, his choice of fabric, colour, and drape speaks to a different region or message.

- **2015:** Pink and yellow *leheriya* turban from Rajasthan, symbolizing festivity.
- **2019:** Tricolour *bandhani*, reflecting unity in diversity.
- **2023:** Floral-patterned saffron turban paired with white, a nod to peace and strength.
- **2025:** A minimalist saffron with golden border—clean, confident, and focused.

This tradition has become more than fashion—it’s a visual archive of cultural celebration and regional pride.

### Sustainability at the Forefront

One of the lesser-known, yet most powerful elements of Modi's wardrobe is his embrace of **sustainable fashion**. In recent global summits and national addresses, he has donned jackets made from **recycled plastic bottles**, produced by eco-conscious garment houses in Tamil Nadu.

His signature "**Modi jacket**", once popularized during his early campaigns, has been reimaged in **handloom khadi**, **organic cotton**, and **PET-fibre blends**—championing Indian weavers while promoting environmental responsibility.

"He doesn't just wear Indian—he wears India," says textile activist Laila Tyabji.

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### Global Diplomacy in Local Threads

Whether it's the **Himachali topi** worn during his state visit to France, or the **Bhagalpuri silk shawl** seen at events in Bihar, PM Modi consistently chooses garments that reflect the locale or occasion. These choices serve as quiet acts of diplomacy—honouring cultures while elevating India's textile legacy on the world stage.

In an era of image-driven leadership, Modi has elevated personal style to a tool of soft power.

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### Style Beyond Borders

Across social media, fashion blogs, and even university case studies, Modi's fashion is a topic of admiration and analysis.

The hashtag **#ModiFashion** trends every Independence Day, with stylists and citizens decoding his look.

"It's not about luxury. It's about cultural clarity. His fashion is thoughtful, symbolic, and deeply Indian." –  
@DesiDrapes, fashion influencer

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### The Modi Style Formula

- **Simplicity:** Structured cuts, clean lines, and functional elegance.
  - **Symbolism:** Every colour and accessory is selected with meaning.
  - **Sustainability:** Recycled materials, handloom fabrics, and eco-conscious sourcing.
  - **Storytelling:** Clothes that narrate values—national unity, tradition, progress.
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### Final Word: Fashion That Speaks

In a world of fleeting trends, Prime Minister Narendra Modi's style remains consistent: culturally rooted, visually powerful, and deeply intentional. His wardrobe choices are not about vanity—they're about vision.

And that may be his most timeless fashion statement of all.

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