

“Timeless, Experimental, Unapologetic”: Vivek Keshari’s Style Story

Published on 30 Aug 2025 | By IFI Correspondent



Vivek Keshari isn’t just a content creator—he’s a sartorial storyteller, weaving narratives through cloth, cut, and colour. In his recent interview with [Grazia India](#) he unveils the philosophy behind his personal style: a harmonious blend of classic tailoring, daring accents, and an effortlessly intentional sensibility. For Keshari, fashion isn’t mere dressing—it’s a first impression without words, an aesthetic dialogue between identity and imagination.

1. Style in Three Words

When asked to define his style, Keshari doesn’t mince words: **“timeless, experimental, and unapologetic.”** He cherishes pieces with longevity—those built to last—but never hesitates to inject an unexpected twist. That delicate balance between enduring elegance and inventive flair is at the core of his approach.

2. The Go-To Confidence Uniform

What’s his sartorial comfort zone? A crisp shirt, tailored trousers, and a good watch. This combination hits the sweet spot: polished and put-together without feeling forced. It’s Keshari’s go-to for days when he wants to feel effortlessly sharp.

3. Planned or In-the-Moment?

When it comes to selecting looks for Instagram, Keshari keeps things dynamic. Sometimes it’s full-on planning with mood boards; other times, he lets spontaneity rule—perhaps spotting a jacket in his wardrobe that feels “camera-ready.” It’s this blend of forethought and instinct that keeps his style fresh and narrative-driven.

4. Trends: What Stays, What Goes

Keshari gravitates toward vintage Indian menswear cuts, relaxed tailoring, and bold colour pops that translate well on screen. But he’s selective—avoiding trends that feel ephemeral or attention-seeking. For him, style must feel authentic; if it doesn’t feel like “him,” it simply doesn’t make the cut.

5. Fashion as Storytelling

Clothes, for Keshari, do more than just cover—they communicate. He sees his outfits as silent preludes to his captions. If he’s in a retro mood, you’ll see him channeling 90s Bollywood. On the road, he leans into street-style. Each ensemble sets the tone and frames his narrative before he ever types a word.

6. Celebrity Influence on Style

Being around celebrities with distinctive wardrobes has emboldened him to play with structure and edge. He's picked up the disciplined formality of red-carpet tailoring, then subverted it with streetwear swagger—creating looks that feel polished yet spontaneous.

7. Style Off-Camera

Away from curated content, Keshari keeps things relaxed yet ready—linen shirts, loose trousers, and comfortable sneakers. It's a practical uniform that can pivot mid-day: errands, errands that turn into an impromptu shoot; he's always poised for whatever the day brings.

8. Grazia X Ballantine's: A Statement Look

For the *Grazia X Ballantine's – Master of One* feature, Keshari chose an outfit that made an impression without being loud. He emphasized strong tailoring, rich textures, and a restrained pop of colour—creating something that would stand the test of time. He wanted an outfit that, even five years down the line, would still feel purposeful and relevant.

Beyond the Threads

What emerges from this portrait is more than a style guide—it's a window into how Vivek Keshari views self-expression as performance and presentation. He isn't dressing for followers; he's styling for story. Each silhouette is a chapter, each accessory a footnote. And in a digital space that often trades depth for flash, his intentionality offers a refreshing pause.

Keshari's style philosophy—timeless yet experimental, effortless yet intentional— isn't just about clothes. It's about identity, presence, and curiosity. He embodies a new kind of confidence: one rooted in authenticity, elevated by creativity, and always with a wink to the unexpected.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.