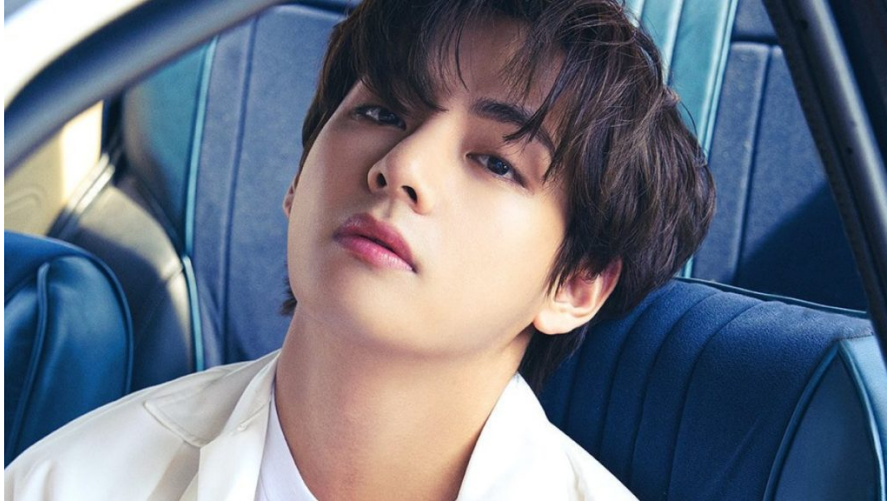


V Showcases Indian Craft with Kartik Research Shirt

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In a standout moment for cross-cultural fashion, **BTS member Kim Taehyung (V)** was recently spotted in an elegant ivory-white embroidered shirt designed by **Kartik Research**, a Delhi-based label rooted in Indian artisanal heritage. This look has not only amplified the brand's global visibility but has also sparked immense excitement among Indian fans, who celebrated the recognition of their country's craft on such a high-profile global stage.

A Quiet Statement, Made Loud

Kim Taehyung's sartorial choices have often leaned toward understated sophistication, and this ensemble was no exception. The ivory shirt, adorned with **delicate hand embroidery**, carried the weight of centuries-old artisanal traditions. Paired with a simple white undershirt, casual denim, and a beanie, the look was quintessential V—effortlessly chic and globally resonant.

The power of this look lay in its **subtlety**. Unlike overtly flashy red-carpet moments, this understated choice highlighted how **heritage craft can seamlessly merge into contemporary, everyday fashion**.

Social media lit up with reactions. Fans across India flooded X (formerly Twitter) with messages of pride, describing it as “a milestone for Indian craftsmanship” and calling V “a global cultural bridge.” For many, it was more than a fashion choice; it was a symbolic nod to India's legacy of handwork entering the global pop spotlight.

Kartik Research: The Brand Behind the Look

Founded by **Kartik Kumra**, Kartik Research is not just another designer label—it is a movement to bring **India's artisanal heritage into modern menswear**.

The brand's DNA revolves around:

- **Hand embroidery and artisanal techniques** passed down generations.
- **Sustainable practices**, with emphasis on slow fashion.
- **Modern reinterpretations** of vintage aesthetics, tailored for global sensibilities.

In 2025, Kartik Research achieved a landmark feat by becoming the **first Indian label to be featured on the Paris Men's Fashion Week schedule**, a recognition that cemented its position in the global fashion conversation.

By wearing the brand, V didn't just put on a shirt—he carried with him **a story of Indian craft meeting international stardom**.

From Delhi to the Global Stage

The impact of this moment went far beyond fashion headlines. Kartik Research celebrated the look on its social media handles, acknowledging how significant it was to have one of the world's biggest pop icons wear their design.

For Indian ARMYs (BTS fans), the moment carried emotional weight. One fan tweeted, *"Taehyung wearing shirt from an Indian brand 'Kartik Research'—oh my Indian heart. And he looks so beautiful..."* Another wrote, *"This is history. Indian craft on BTS. Our heritage goes global."*

This reaction underscored the **power of cultural visibility**—when a local craft gets global recognition, it fuels pride and strengthens cultural identity.

Why This Fashion Moment Matters

This was not just a celebrity style moment; it was a **symbolic cultural breakthrough**.

- **Cultural Pride:** V spotlighted Indian craftsmanship, affirming its global relevance.
- **Designer Visibility:** Kartik Research gained exponential exposure, reaching audiences far beyond its usual niche.
- **Celebrity Influence:** BTS's influence ensures such fashion choices ripple across global consumer trends.
- **Tradition Meets Modernity:** The look exemplified how ancient craft can thrive in contemporary silhouettes.

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