

Obsesh: Elevating Indian Men's Luxury Fashion

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In an era dominated by flashy brand logos and fleeting trends, **Obsesh** is poised to redefine luxury for the Indian man—emerging not as another menswear brand, but as a philosophy built on subtlety, superior craftsmanship, and emotional resonance. Founded by the 25-year-old entrepreneur **Ayush Bajaj**, Obsesh embodies the idea that true luxury is experienced, not announced.

A Vision Born Abroad

The conception of Obsesh traces back to London, where Ayush noticed a striking irony: premium clothes in global fashion capitals bore European labels, yet were stitched in India or Bangladesh. The artistry clearly belonged to Indian hands—so why not fashion that was Indian in name, production, and identity? This question compelled Ayush to launch Obsesh: men's luxury menswear, meticulously crafted in India for men who expect more than just clothing.

Luxury Is How It Feels

Obsesh is less concerned with showy branding and more obsessed with how clothes make the wearer feel. The brand emphasizes:

- **Slim, precise fits** that flatter yet allow natural movement.
- **Fabric-first design**, choosing materials for both tactile comfort and appearance.
- **Timeless detailing**, balancing modern edge with classic elegance.

Luxury for Obsesh, Ayush says, lies in the smoothness of a seam, the richness of the weave—those nuanced enhancements that only the wearer truly appreciates.

Craftsmanship Meets Intent

Obsesh sits squarely within the evolving archetype of the *new Indian gentleman*—ambitious, sophisticated, discerning, and unafraid to embrace comfort without sacrificing quality. Opposed to the short shelf-life of fast fashion, Obsesh products undergo rigorous refinement: every silhouette, stitch, and cut is dialed until it feels impeccable. This is not seasonal fashion—it's style that lingers in memory.

A Founder Rooted in Legacy, Driven by Change

Ayush Bajaj isn't a newcomer to textiles. Born into a family with over five decades in apparel retail, he was raised amid fabrics and tailoring. Obsesh, however, marks his bold journey into redefining the paradigm—not just as heir, but as innovator. His ambition: to build a brand that remains deeply Indian while carrying global appeal. Obsesh is “for the man

who knows who he is, who doesn't need validation, and finds luxury in quietly curated elegance.”

Shaping the Future of Indian Luxury

India's growing appetite for premium menswear is evident—and more than ever, it craves brands with purpose, not flash. Obsesh enters this landscape with clarity: luxury isn't imported, it's cultivated—with finesse, precision, and cultural bearings. As one quote puts it: “When you wear Obsesh, you don't just wear clothes—you don confidence, ambition, and a lasting attitude.”

Fashion's Shifting Landscape

This shift toward quiet, high-quality menswear echoes broader trends. Modern Indian men are increasingly gravitating to minimalist aesthetics—think sharp silhouettes, breathable fabrics, and versatile staples that transition from boardroom to brunch effortlessly. The priority now is feeling good—not just looking good. Technology aids this shift, facilitating better design, sustainable production, and closer consumer connection.

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