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Homegrown menswear label **Asuka Couture** has unveiled its latest collection, *‘Loomsongs: Embroidered Linen’*, a lyrical ode to hand-embroidery, premium fabrics, and poetic design. Created for men who value **softness, soul, and craftsmanship**, the collection elevates everyday dressing into an art form.

Blending **Indian embroidery with international tailoring techniques**, Loomsongs redefines **quiet luxury** for the contemporary man. Each piece is tailored from premium linen sourced from **India and Italy**, and finished using **German and Japanese techniques**, ensuring both precision and elegance.

The collection draws inspiration from **nature’s music**—the rustle of leaves, the sway of the wind, rippling waters, and birdsong—translated into delicate embroidery, earthy tones, and light textures.

“Loomsongs is about ease and depth. It’s a reminder that true luxury doesn’t shout – it flows, moves and lingers like a song,”

said **Piyush Mohnani**, Founder and Creative Director of Asuka Couture.

Designed with versatility in mind, Loomsongs is perfect for **warm-weather weddings, daytime festivities, and destination gatherings**. The collection reflects Asuka Couture’s core philosophy—**garments that carry heritage while speaking to today’s modern lifestyle**.

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