

Jim Sarbh Redefines Masculinity with Tyaani Jewellery's Bold Men's Campaign by Karan Johar

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Tyaani Jewellery by Karan Johar steps into a bold new era with its latest campaign, *Forces of Tyaani*, fronted by the effortlessly stylish Jim Sarbh. Known for redefining fine jewellery for women, the brand now channels its craftsmanship and creative spirit into men's adornment — marking a defining moment in Indian fashion.

As jewellery becomes a powerful tool for personal style and identity among men, *Forces of Tyaani* embraces this cultural shift with designs that are bold, modern, and deeply individual. Designed by **Maheep Kapoor**, the collection balances masculinity, elegance, and edge with 18KT gold, uncut diamonds, and vibrant coloured stones.

"Men are increasingly embracing jewellery as self-expression," shares Kapoor. "We wanted to move beyond conventional style codes — like watches and cufflinks — to create pieces that are effortless yet statement-making."

From long necklaces to cocktail rings, the collection reimagines jewellery as modern heirlooms. Styled on **Jim Sarbh**, who embodies individuality and sophistication, the campaign reframes men's jewellery as versatile, aspirational, and seamlessly wearable — whether for casual days or celebratory nights.

By celebrating inclusivity and authenticity, Tyaani's new men's collection sparks a wider cultural conversation about how jewellery defines personal storytelling. In Karan Johar's words, this isn't just about adornment — it's about "confidence, creativity, and redefining masculinity."

With Jim Sarbh leading the charge, *Forces of Tyaani* positions itself as more than just a collection — it's a movement in men's fashion.

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