

Kapas Debuts Menswear: Mitra Basu Brings Bold Prints & Festive Fun to Durga Puja 2025

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Kolkata-based homegrown label **Kapas** is expanding its vibrant vision with its **debut menswear edit**, just in time for Durga Puja 2025. Founded by **Mitra Basu**, the label has been celebrated for its concept-driven womenswear, and now brings the same artistry and festive spirit to menswear.

The new collection features **men's casual shirts** in bright, playful hues, designed to stand out from conventional festive wear. Each piece blends **hand-block printing with tie-dye**, incorporating intricate patterns inspired by zodiac signs, work-life balance, and popular Bengali stories. The trilogy-inspired designs celebrate modern individuality, capturing the essence of men and women who embrace self-expression without restraint.

"We wanted to fill a significant gap in the market," says Mitra Basu. "The current men's market is often polarized between repetitive traditional wear and conservative office attire. Our festive menswear is funky, quirky, and lively, offering bold prints and expressive designs that let men make a statement through their wardrobe."

Kapas's approach sets it apart in the crowded homegrown market. Every piece is **concept-based**, exploring narrative-driven themes that combine artistry with personality. With soft fabrics perfect for Kolkata's humid festive days, the menswear edit adds a fresh, vibrant dimension to Durga Puja celebrations.

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