

New Menswear Label TZÁR Arrives in India with Design Philosophy

Published on 10 Oct 2025 | By IFI Correspondent



A new menswear brand, **TZÁR**, has officially entered India's fashion scene. Launched by founders **Shalini Singh Rathore** and **Vaibhav Singh Rathore**, TZÁR aims to redefine what men's essentials can look like—intelligent, timeless, and quietly confident.

The core idea behind TZÁR is to move away from loud statements and focus instead on wardrobe staples that enhance the wearer's presence through thoughtful design, quality, and fit. "Design is more than aesthetics; it is emotion, clarity, and empowerment stitched into every seam," said Shalini Singh Rathore.

Debut Collection: "The Quiet Edit"

TZÁR's first collection is aptly titled "**The Quiet Edit.**" It features an assortment of elevated essentials—tailored shirts, structured jackets, soft cotton shirts, and leather accessories—built with meticulous attention to detail.

- Architectural cuts in jackets and shirts that balance structure with comfort.
- Use of breathable fabrics suited for Indian climate.
- Refined leather accessories and hand-finished touches that underscore craftsmanship.

The brand emphasizes sustainability and makes its products in India, combining local craftsmanship with a global sensibility.

Founders' Vision & Market Positioning

Shalini and Vaibhav view TZÁR not just as another fashion label, but as a response to a gap in the Indian menswear market. Therefore they believe there's strong demand among modern men who desire premium design without compromising on authenticity.

Their strategy includes:

- A **digital-first launch** to reach customers online.
- Partnerships with premium e-commerce platforms.
- Future plans for a flagship store to offer a physical brand experience.

What Makes TZÁR Different

Several features set TZÁR apart in India's crowded menswear space:

1. **Minimalist sophistication:** Less is more, but done with precision. The designs lean towards clean lines and understated elegance rather than ornamentation.
2. **Function meets form:** Fabrics, cuts, and details are chosen not just for aesthetic value but for wearability and comfort.
3. **Made-in-India ethos:** The emphasis on local craftsmanship provides both authenticity and quality, potentially appealing to customers who care about origin and production ethics

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