

Tarun Tahiliani Defines “India-Modern” Man at LFW 2025

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On Day 4 of **Lakmé Fashion Week x FDCI 2025**, Tarun Tahiliani presented a striking new menswear collection. It was titled **Tasva**, a collaboration with Aditya Birla Fashion & Retail. The collection sought to define what it means to be an “India-Modern” man.

Tahiliani has long balanced couture and craft. But with **Tasva**, he pushed that balance further—making garments that are rooted, wearable, and elegant.

A Celebration of Indian Craftsmanship

Tahiliani infused **Tasva** with classic Indian techniques. The collection featured **zardozi**, **pearls**, **appliqué**, **mirrorwork**, **aari** and **dori** embroidery.

He used silk blends and custom **jacquards**, combining them with modern silhouettes. The colour palette included **ivory**, **jade**, **taupe**, **gold**, and **salmon**.

The designs spoke of festivity without heaviness. The pieces were refined, yet accessible. Tahiliani aimed for depth over drama.

Dressing the Modern Man

The target wearers were grooms, brothers, guests. Men who want Indian design, without overbearing tradition.

He described “India-Modern” as a language that doesn’t force a choice between heritage and modernity.

What set the line apart was how he merged **luxury and everyday wearability**. Embroidered motifs looked regal, but the garments were priced for everyday wear.

Machine embroidery played a large role. It echoed the delicacy of handwork, while maintaining precision—a reminder that craft can evolve.

Tahiliani’s philosophy is that **precision, not pedigree**, defines true craftsmanship.

Echoes of Couture & Legacy

Tasva continues a narrative seen in his other works—**Quintessence**, **Be-Jewel**, and his couture shows. He often explores the architecture of fabric over ornamentation.

Earlier in 2025, his **Quintessence** collection celebrated 30 years of his label. He described it as “architecture of fabric, not embellishment.”

Where couture is dramatic, Tasva is quiet — yet confident. The shimmer, layers, and silhouette all seem intentional rather than showy.

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