

## 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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