

Kunal Anil Tanna's 'Ahura' — A Celebration of Persian Heritage and Gilded Minimalism in Menswear

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Designer **Kunal Anil Tanna** unveils his latest menswear collection, **Ahura**, a poetic tribute to ancient Persian heritage and the purity of divine light. The edit redefines festive dressing with an aesthetic of **gilded minimalism**, blending traditional craftsmanship with contemporary refinement.

Rooted in **ivory tones** and **soft gold accents**, *Ahura* embodies understated grandeur. Each ensemble is elevated through **artisanal pleating**, **fine textures**, and **delicate embroidery**—hallmarks of Tanna's meticulous approach to menswear. "Ahura symbolises purity and joy," says the designer. "It's about celebrating festivity in a calm, refined manner while still maintaining a modern edge."

The Essence of Ahura

The collection's **classic silhouettes** are reimagined with **minimal threadwork**, **gilded gota details**, and **reinvented surfaces** that highlight craftsmanship over excess. The result is an edit designed for the modern man—one who seeks **elegance and sophistication** for intimate celebrations such as pujas, pre-wedding gatherings, and festive soirées.

Tanna explains,

"Our design language builds upon what we've done before rather than shifting drastically. *Ahura* focuses on ivory palettes, detailed minimal embroideries, and festive accents of gold. It's softer, celebratory, and rooted in purity and joy."

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Looking ahead, Tanna notes a shift in menswear styling:

"Drapes are making a strong comeback—think Banarasi dupattas, Lucknawi stoles, or Kani shawls. Brooches and jewelled accessories are also returning as statement accents. Men are leaning towards ivory, muted metallics, and deep jewel tones with thoughtful layering."

Structured **bandhgala**s paired with **textured drapes** define the season's most relevant looks, blending Indian tradition with modern tailoring.

With *Ahura*, Kunal Anil Tanna once again proves that menswear can be both **subtle and celebratory**, evoking heritage while speaking fluently to today’s style-conscious man.

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