

The Bear House Reinvents Flannel: From Winter Staple to Year-Round Essential

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Once synonymous with chilly mornings and cabin-core aesthetics, **flannel** is getting a seasonless makeover — thanks to **The Bear House**. The homegrown menswear brand is rewriting the rules of traditional flannel with its **new collection of lightweight, 100% cotton shirts** designed for comfort, versatility, and effortless style — no matter the weather.

*“Flannel has always been celebrated as a winter staple globally,” say co-founders **Harsh and Tanvi Somaiya**, “but we wanted to reimagine it for the Indian lifestyle. Our goal was to retain its timeless appeal while making it lighter, more breathable, and versatile enough to be worn year-round.”*

Reengineering a Classic for All Seasons

Creating a version of flannel that works for India’s diverse climate was no easy feat. *“The real challenge lay in preserving the signature softness and cosy feel that flannel is known for, while making it lighter and more breathable,”* shares Harsh. The result is **a shirt that feels soft but looks sharp**, maintaining structure and comfort in equal measure.

Crafted entirely from **natural cotton**, these shirts are **durable, sustainable, and easy to maintain**. *“Cotton performs beautifully across seasons — it keeps you cool in the summer, layers easily in the winter, and feels effortless year-round,”* adds Tanvi.

Effortless Style, Endless Versatility

The design language of the collection strikes a balance between **relaxed and refined**. With **streamlined fits, subtle checks, and neutral hues**, these flannels are built for the modern man’s everyday wardrobe.

“They’re for someone who values both ease and elegance — whether it’s a meeting, a casual coffee, or travel,” says Harsh.

From **buttoned-up work looks to off-duty layering over a tee**, The Bear House’s reimagined flannel proves that style and comfort can indeed coexist — and evolve beyond the seasons.

“We wanted to give flannel a city-ready edge — minimal, smart, and adaptable,” the founders share.

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