

Ajay Kumar: From Corporate Tailoring to Global Runway

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Ajay Kumar began his journey in fashion after graduating from National Institute of Fashion Technology, New Delhi, in 2003 — earning the “Most Practical Menswear Collection Award.”

Following graduation, he built foundational experience by working with several menswear brands in India: from Unistyle Images, Blackberry’s, Indigo Nation, and Reid & Taylor, to heading the design division at Peter England.

Yet, despite a secure path in corporate fashion, he harbored a deeper ambition — to craft a distinct identity in menswear inspired by Indian heritage, bold prints, and sustainable aesthetics.

Birth of Mr Ajay Kumar — A Brand With a Bold Vision

In 2015, Ajay took the bold step of leaving his corporate job and launched his eponymous label “Mr Ajay Kumar”.

From its debut at the “Gen-Next” segment of Lakmé Fashion Week (2015–16), the brand was immediately recognized for its fearless use of vibrant colours, maximalist prints, and unconventional silhouettes — a stark departure from conventional menswear in India.

Ajay’s vision for the brand was not just fashion — it was storytelling. Through prints inspired by India’s nature, cultures and heritage (like tigers, lotuses, abstract florals, jungle-themed motifs), he sought to embed identity, narrative, and statement into clothing.

Moreover, from early on, sustainability and ethical craftsmanship were part of the brand’s ethos: using handloom fabrics, minimizing waste through engineered prints, supporting local artisans and Indian textile traditions.

Designing a New Identity for Indian Menswear

Unlike typical menswear that emphasised subtlety, muted tones and conservative cuts — Mr Ajay Kumar offered flamboyance, bold self-expression, and what the brand calls “Flauntwear.”

The collections included print-on-print khadi cotton shirts with matching trousers, bright blazers with leafy or animal prints, trench coats with rose or forest-inspired patterns, kurta-shirts with asymmetrical cuts, cowl shirts, kilt-style pants, and layered ensembles — often described as a riot of colour and creativity.

Celebrities and style-conscious consumers started gravitating toward his designs. His pieces gained visibility among high-profile individuals seeking to stand out rather than blend in.

Growing Global Footprint — International Runways and Recognition

Ajay Kumar’s work soon transcended Indian fashion boundaries. His brand debuted internationally at Harbin Fashion Week in China (2018), becoming one of the first Indian menswear labels showcased on that platform.

His more recent collection, named “Elemental,” was showcased at Harbin Fashion Week 2025 — featuring bold, nature-inspired ready-to-wear designs for both men and women, handloom cottons, experimental silhouettes and a vivid print-driven aesthetic that continued his brand’s tradition of narrative-driven fashion.

Over the years, Mr Ajay Kumar has expanded beyond menswear; the line now includes womenswear, footwear, accessories, and luxury garments — all rooted in the same philosophy of print, culture, sustainability, and statement-making design.

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