

## Indian Garage Co's Bold Style Reset

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The Indian Garage Co. (TIGC) has unveiled a strategic repositioning that trades short-lived trends for personal style and expression. Their new campaign, **#FreeStyleIt**, starring cricketer Surya Kumar Yadav, aims to redefine how young Indians view clothing — not as seasonal fashion but as a medium to express identity.

The campaign reimagines fashion as a mindset rather than a category. According to TIGC founder Anant Tanted, **#FreeStyleIt** isn't just a slogan — it's meant to shift behavior, driving awareness, recall, and repeat purchases.

### Cinematic Aesthetic & Youth-Centric Storytelling

Instead of conventional influencer ads, TIGC has embraced a stylish, cinematic visual language. The **#FreeStyleIt** visuals are part runway-part dreamscape — with exaggerated scale, surreal set design and high-impact visuals, reflecting a modern, youthful sensibility.

The collection on display isn't limited to one style: from streetwear to resort wear to winter fashion — all presented as tools for self-expression, rather than being tied to seasonal trends.

### Digital-First Strategy Meets Physical Expansion

Building on its roots as a digital-native, direct-to-consumer (D2C) label, TIGC is pushing **#FreeStyleIt** largely through social media, with Instagram leading the rollout, complemented by YouTube content. Physical stores will act as amplification spaces — blending retail with campaign storytelling.

The brand is also expanding its brick-and-mortar footprint: recent openings in Hyderabad and Kochi are part of a planned growth trajectory that aims to deepen reach across India.

### Fast Fashion's New Direction in India

- **From Hype to Identity:** By shifting focus from “what's trending now” to “what makes me, me,” the brand targets a generation that values authenticity and self-expression.
- **Accessibility Without Compromise:** TIGC's promise remains — “premium design without brand tax.” The repositioning pairs style and affordability, appealing to value-conscious youth.
- **Omnichannel Momentum:** The mix of digital-first marketing with real-world stores reflects a hybrid retail model likely to shape India's fashion future.

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