

Gaurav Gupta Unveils a Futuristic Menswear Universe in New Delhi

Published on 19 Jan 2026 | By IFI Correspondent



After years of influencing red-carpet wardrobes and high-end occasion wear for men, celebrated Indian couturier **Gaurav Gupta** has now launched his first **dedicated menswear boutique**, marking a significant milestone in his brand's evolution. This move formalises what the designer says has been quietly unfolding within his creative universe — a distinctive voice in men's fashion that now has a physical home in the capital.

Gupta's menswear line challenges the familiar categories of traditional and Western styles, proposing instead a **fantasy-inflected aesthetic** that blends historical Indian influences with sculptural futurism. "In India, masculinity has always been quite fluid," Gupta explains, noting that historically men embraced ornamentation and draped forms in many cultures long before modern fashion categories emerged.

A Universe Tailored for Self-Expression

The designer's menswear universe thrives on experimentation. Sculpted lapels, engineered prints and intricate bugle-bead embroidery redefine eveningwear staples like tuxedos and bandhgallas, pushing them beyond simple formalwear into expressive pieces that blur cultural boundaries. Gupta's signature emblem — a centaur — symbolises this creative vision: bold, artistic, and unrestrained by old definitions of masculinity.

Rather than follow rigid fashion rules, Gupta invites men to dress first for **themselves** — a philosophy he says informs everything from silhouette choices to the boutique's design. Inside the store, visitors move through curved spatial transitions that feel more like an immersive exploration than a typical retail experience.

Breaking Binaries, Expanding Choices

The collection defies easy categorisation. Traditional tuxedos have morphed into experimental garments with metallic accents and sculptural hardware, while bandhgallas and jackets mix Indian and global sensibilities — making them appealing to both Indian clients and international audiences. Gupta's approach dissolves the boundaries between ethnic and Western formalwear, presenting garments that are equally at home on a wedding lawn or an international gala.

Gupta's personal style — which he playfully describes as a "futuristic gothic hippie" — influences his menswear world. Sharp architectural lines meet metallic details and integrated jewellery, creating looks where clothing and personal adornment become one.

The Broader Impact on Indian Fashion

The opening of a standalone menswear boutique highlights a growing shift in India's fashion scene: **men are increasingly embracing fashion that prioritises personality and creativity** rather than convention. Industry

observers see Gupta's step as both a reflection of and catalyst for this trend. With more men seeking expressive and boundary-pushing attire, designers who innovate beyond traditional binaries are gaining momentum

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.