

## Devo by Siyaram's: Where Indian Tradition Meets Global Style

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**Devo**, the newly launched men's occasion wear label from Indian fashion house **Siyaram Silk Mills Limited (Siyaram's)**, is rapidly carving out a niche by marrying traditional Indian aesthetics with contemporary global style. The brand champions a design philosophy rooted in cultural heritage while appealing to the tastes of the modern, style-conscious man.

### A Distinct Identity: 'Made of India'

At the heart of Devo's brand ethos is the idea of being **"Made of India"** — an artistic and cultural narrative that goes beyond mere manufacturing. This concept embodies centuries of Indian tradition translated into garments that feel both timeless and cosmopolitan. Backed by Siyaram's legacy of textile expertise, the brand focuses on celebrating India's rich sartorial heritage and craftsmanship.

The collections feature an array of ethnic and occasion wear staples — from **hand-embroidered sherwanis** and **regal Jodhpuri jackets** to **Indo-Western ensembles** and **elegant kurta-pyjamas**. By combining classic motifs with modern silhouettes and global styling cues, each piece aims to resonate with men who seek both cultural resonance and international sophistication.

### Growing Footprint and Retail Expansion

Since its debut in October 2024 with a **flagship store in Delhi's Lajpat Nagar**, Devo has been on a rapid expansion path. The brand recently opened its **second store in Delhi's Pitampura neighbourhood**, catering to increased consumer demand during the peak wedding and festive seasons.

Devo's retail footprint is expected to continue growing, with multiple stores planned across major Indian cities. This expansion supports Siyaram's broader strategy to elevate Devo as a leading name in premium men's occasion wear.

### Appealing to the Modern Indian Man

Devo's appeal lies in its ability to connect deeply with the emotional and cultural threads of Indian celebrations — from weddings and festive gatherings to formal occasions. It offers men a wardrobe that expresses individuality, cultural pride, and contemporary elegance.

Customers are increasingly drawn to Devo's designs not just for their aesthetic appeal but also for their versatility and craftsmanship. Whether it's a groom's sherwani or an Indo-Western outfit for wedding events and festive nights, Devo positions itself as a go-to choice for the season's most memorable moments.

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