

Embroidery Emerges as Standout Trend in Menswear

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Men's fashion is undergoing a stylistic shift as embroidered garments — once considered old-fashioned or predominantly feminine — grow in popularity among male shoppers and designers alike. This trend, celebrated on international runways and embraced by streetwear brands, reflects a larger appetite for individuality and craftsmanship in menswear.

Runway Influence and Designer Adoption

High fashion houses across Paris, Milan and New York have prominently featured embroidery in recent collections. Luxury labels such as Dior, Dolce & Gabbana, Kenzo and Gucci are decorating shirts, jackets and blazers with detailed stitching, bringing an artisanal touch to contemporary silhouettes. Even Louis Vuitton's creative direction has centered a full collection on influences from India, highlighting the global fashion community's embrace of this aesthetic.

At Paris Men's Fashion Week, Delhi-based **Kartik Research** returned to the runway following its debut last year. Founder Kartik Kumra describes the opportunity to show alongside established global brands as a milestone in building momentum for traditional craft married with modern design.

Drivers Behind the Trend

Industry voices attribute this shift to evolving consumer tastes, societal influences and fashion's desire for fresh expression. Rikki Kher of Indian label **KARDO** points out that younger generations are less constrained by traditional gender norms, making embroidered and handcrafted pieces appealing to men seeking vibrant, expressive clothing.

The trend also marks a departure from the subdued minimalism of past seasons, characterized by "quiet luxury" and neutral workwear. Instead, men are gravitating toward patterns, colours and texture — with embroidered elements serving both as decorative detail and a form of personal expression.

Retailers on the high street are reflecting this shift, with mainstream brands like Zara and Marks & Spencer introducing embroidered shirts — a sign that what began on designer runways is filtering into everyday wardrobes.

Global Demand and Storytelling Appeal

Western buyers are also tuning into the embroidered menswear trend. Fashion buyers from Paris to Melbourne note that men are increasingly drawn to garments with colour, pattern and cultural roots. Many consumers want pieces that not only look distinctive but also carry a narrative — whether inspired by heritage crafts from India and Japan or reinterpretations of classic motifs.

International retailers and boutiques see demand for embroidered garments expanding beyond occasional novelty to a more sustained style shift, with customers seeking out designs that feel personal and meaningful.

A New Chapter for Men's Dressing

As embroidery gains traction, it signals a broader transformation in men's fashion — one that values artisanal skill, cultural fusion and expressive clothing. For designers and consumers alike, the trend offers a way to break free from understated basics and embrace creativity with threads, patterns and stories woven into every piece

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