

‘BEING IN THE BLACK’ by Troy Costa at Van Heusen India Mens Week 2011  
4 September 2011

There is a desire for ‘renewed elegance’ this season at TROY COSTA.

During the Great Depression of 1929, book keepers used red ink to record losses & black ink to record profits of a company. ‘BEING IN THE BLACK’ was an expression used to indicate prosperity. Gentlemen with their optimism held high, indulged in luxury wear in order to deviate attention from the economic meltdown.

In these times of new austerity, Troy is inspired by concepts left in the dark for too long. Tuxedos represent the ultimate crescendo in mens luxury wear & The Jacket, once again reinstates itself as the undisputed protagonist of the male wardrobe.

Formal wear explores new expressive, urban & contemporary codes giving life to tailored ensembles with new proportions that focus the attention on the shoulders. Shaped silhouettes encounter cutting edge technology. Fabrics are often quilted, lacquered & heat sealed, not leaving aside any embellishment & decoration to concentrate on shape & cleanliness of cut & line .. which is the signature of every Troy Costa design.

The Troy Costa man not only gives in to whims, once reserved for women such as sequins, lurex, velvet, but he also re affirms his virility without exasperating it. The TROY COSTA man is ‘masculine without being macho’ So confident that he can wear rosettes, carry a clutch or a handbag.