

Aditya Birla Fashion and Retail Ltd and Tarun Tahiliani launches a new ethnic menswear brand 'TASVA'



Mumbai, December 09, 2021: India's leading fashion company, **Aditya Birla Fashion and Retail Limited** along with India's ace **designer Tarun Tahiliani** launched a new ethnic menswear brand '**TASVA**' today. The new brand was launched in Varanasi, at the historic Brijrama Palace, one of the oldest landmarks of the city on the banks of the Ganga. This is the first brand to be launched after ABFRL acquired a stake in Tarun Tahiliani's couture business earlier in February 2021.

The word '**TASVA**' is derived from the Sanskrit word Tat (that) and Sva (me/mine) and denotes all that is me, all that is mine. **TASVA** aims to rethink the Indian male celebratory experience forever, whether it is fitting out the Indian groom or creating magnificent statements in our pantheon of traditional celebrations, the brand offers a wide range of high-quality, sophisticated celebration wear for men at accessible price points.

The **TASVA** collection is a perfect weave of our rich cultural heritage, wealth and state-of-the-art, craft and fine tailoring – representing the best of east and west. The collection features smart, stylish, subtle ensembles all in the same thread, on one body, in one movement and moment!

One can embrace the mood and get going with a fresh new take of Achkans, Bandhgalas, Jodhpuris, Sherwanis and all the accessories – shawls, stoles, shoes and more as part of the **TASVA** collection.

Over 70% of the fabrics used in TASVA's debut collection are sourced from Benaras, with brocades dominating the range. Mughal motifs, especially architecture, have always played a huge role in Tarun's designs, and this passion is reflected in the use of motifs like bootis, florals, and vines etc., particularly in Sherwanis.

Mr. Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Ltd. , said, *"We are proud to present the new brand 'TASVA'. We believe that ethnic wear is going to be an important category, as confident Indians rediscover their culture and heritage. Tarun Tahiliani has been a pioneer of the Indian design industry and 'TASVA' gives the emerging Indian consumer a new range of celebration wear reflecting the unmatched and exquisite design excellence."* **He further added** *"With the combined expertise of Tarun Tahiliani and ABFRL with the launch of 'TASVA', together we will create a strong impact. This partnership is in line with our stated strategy to craft a portfolio of brands that address the entire gamut of ethnic wear segments such as- value, premium and luxury."*

Commenting on the launch, Tarun Tahiliani, Creative Director, Indivinity Clothing P. Ltd, said: *"The launch of TASVA is a long-time dream of mine, one that I shared with Mr Kumar Mangal Birla and Ashish Dikshit, without whose support this would not have been possible. The name itself stands for the best version of oneself and we have worked hard to achieve this. We have created garments that give our consumer – the Indian Man – a fabulously made, internationally constructed, comfortable well-cut Indian brand with Tarun Tahiliani styling yet with complete accessibility of pricing."*

The collection will be available on www.tasva.com

The first store will be launched in Bangalore on December 15, 2021 followed by Mumbai on December 22, 2021 and Delhi on January, 2022.

About Indivinity Clothing Retail P. Ltd:

Indivinity Clothing, Pvt., Ltd. is the product of the strategic partnership that was entered into by Fashion Designer, Tarun Tahiliani and Aditya Birla Fashion & Retail Ltd. in early 2021. The brand's flagship fashion label, TASVA, was launched in December 2021 and it caters to the premium occasion-wear segment and offers an entire range of high-quality, sophisticated celebration wear for men at accessible price points.

TASVA's aesthetic is quite traditional but pared down. It is all about elegance, beautiful tailoring, structure and it takes the best of India and combines it with great cut and fit. The brand was conceptualised keeping in mind the cool, young, modern Indian man and strives to provide the best value for money, in terms of a price to quality-in-design ratio.

TASVA will launch its first set of retail stores starting in December 2021.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as of 31st March 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast-fashion store brands.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Activewear are establishing themselves as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'.

About Brijrama Palace:

Brijrama Palace is one of the oldest landmarks of Varanasi on the banks of the river Ganga.

The Palace was built in the year 1812 By 'Shridhara Narayana Munshi' who was Minister for the Estate of Nagpur. Munshi Ghat, adjacent to the Palace is named after him. In 1915 the Brahmin king of Darbhanga (Bihar) 'Rameshwar Singh Bahadur' acquired the Palace and the Ghat came to be known as Darbhanga Ghat. The architecture and design are directly influenced by the erstwhile ruling dynasty of the 'Marathas'. The palace construction is of Sandstone from Chunar. It was post-1915 when the elevator was added, this made it one of the first elevators adopted in the country!

In 1994 the Darbhanga Palace was acquired by Brijrama Hospitality. At the time, the structure was in a complete state of disrepair and ravaged by time and the elements. The Palace was completely restored over a period of 18 years & subsequently named it Brijrama Palace as a tribute to the founder of the Clarks Group the Late 'Shri Brijpal Das' & his wife the Late 'Shrimati Rama Devi'. The Palace has been converted to a Heritage Palace Hotel allowing our Guests to experience Traditional Indian Hospitality in the Oldest Living City of the World.

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