



Tasva Unveils the Exquisite Autumn-Winter 2024 Wedding Collection in Shillong

Shillong, October 25, 2024 – Tasva, the quintessential Indian menswear brand by Aditya Birla Fashion and Retail Limited in collaboration with celebrated designer Tarun Tahiliani, is thrilled to announce the launch of its much-anticipated Autumn-Winter 2024 Wedding Collection, now available online at the Tasva website. This exquisite collection captures the essence of contemporary elegance while honouring traditional Indian artistry, specifically designed for the modern Indian groom.

The AW'24 Wedding Collection draws inspiration from Romanesque architecture, Baroque opulence, and abstract art. It showcases intricate Shikargah and Phulkari motifs, adorned with Aari work, zardozi embroidery, mirror detailing, and pearl embellishments, reflecting India's rich heritage through a modern lens. With refined silhouettes and a sophisticated color palette, the collection offers options ranging from soft pastels like ivory, gold, lilac, salmon, and jade for wedding ceremonies to deep jewel tones ideal for cocktail and mehendi events.

In addition to the wedding collection, Tasva presents an extensive selection of elegant Indian menswear, including kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, and aligarhis. Customers can also explore a curated assortment of accessories, such as safas, brooches, pocket squares, shawls, stoles,

mojaris, and dinner jackets. Each piece embodies Tasva's hallmark of impeccable craftsmanship, featuring sleek lines, asymmetrical cuts, and avant-garde embellishments that elevate ethnic fashion.

Sharing his thoughts on the new collection, **Tarun Tahiliani, Chief Design Officer at Tasva**, said, *"The great Indian wedding culminates in the actual ceremony, and the heart of this is the groom. The modern groom comes with joy, modernity, and individuality. My vision blends traditional craftsmanship with contemporary tailoring, ease, and comfort for a modern lifestyle, which allows young men today to express their unique narrative through refined silhouettes and artistry that they've become accustomed to while wearing Western clothes. You want Indian clothing to be supremely comfortable. Each piece is not just clothing to be endured; it is something worn for the most important days; it's a statement of one's self, crafted for a significant moment, and we know that the answer is Tasva."*

Commenting on the launch, **Ashish Mukul, Brand Head at Tasva**, remarked, *"As a brand, our goal at Tasva has always been to make designer Indian wear accessible to more customers. With our AW'24 Wedding Collection, we're thrilled to offer modern grooms a stylish blend of tradition and contemporary flair. We are a brand for new-age men who are looking for sophistication and elegance in their occasion wear, and our talented store stylists are always at hand to help each of them look their best."*

This new collection is a perfect blend of tradition and modernity, designed to make every groom feel confident and stylish on his special day. Visit the Tasva website at www.tasva.com to explore the stunning AW'24 Wedding Collection and elevate your wedding wardrobe.



About Tasva

Tasva, a wedding and occasion wear brand for the modern Indian man, is a brand launched by ABFRL in collaboration with ace couturier Tarun Tahiliani. Tasva is dedicated to offering classy and comfortable Indian wear. With a strong emphasis on craftsmanship and contemporary style, Tasva is redefining Indian wear for the modern man. The brand offers an extensive range of kurtas, kurta bundi sets, sherwanis, Indo-western outfits, footwear, and accessories. The brand's exquisite products are available at exclusive Tasva stores across India and online at www.Tasva.com

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

For further information, please contact:

Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfirl.adityabirla.com