

Tasva by Aditya Birla Fashion and Retail and celebrated designer Tarun Tahiliani Enters Noida; Opens their 1st Exclusive Brand Outlet



Noida; 14 February 2024: - **Tasva**, the Indian menswear brand by Aditya Birla Fashion and Retail Ltd. and celebrated designer Tarun Tahiliani, is pleased to announce the launch of its first store in Noida in Sector 18.

The new store, strategically located in Sector 18 Noida, will cater to the discerning clientele of the city and surrounding region, offering a wide range of meticulously curated wedding and occasion wear with its new perspective, seamlessly blending comfort with style.

Tasva's first store in Noida marks a significant milestone in the brand's journey, emphasizing its growth and continued commitment to delivering unparalleled fashion and lifestyle products. The new store, located in Sector 18, is spread across 3,702 sq. ft. and presents a remarkable range of kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and accessories such as safas, brooches, pocket squares, shawls, stoles, mojaris, and more. The elegant ambiance of the store complements the exceptional collection. Tasva's team of knowledgeable stylists is dedicated to understanding customers' unique preferences and providing personalized assistance.

Each garment reflects Tarun Tahiliani's signature style, expertly crafted with impeccable attention to detail to create the Tasva fit. Tasva uses fabrics such as silk, banarasi brocade, velvet, and cotton that celebrate the rich heritage of Indian textiles. Traditional embroidery such as zardozi, aari, chikankari, and gota work has been extensively used across the collection, combining the elegance of Indian craftsmanship with contemporary silhouettes for the global Indian.

Sharing his thoughts on the unveiling of the new store, **Tarun Tahiliani, the Chief Design Officer, Tasva**, said, *"Tasva has been a long-held dream of mine, made possible via Aditya Birla Fashion and Retail. The name itself represents the finest version of oneself, which we have worked hard to accomplish through the brand. For the longest time, I've heard that ethnic wear is uncomfortable, and Tasva is an attempt to rectify that. We have designed garments that provide our consumer, the Indian Man, with a fabulously made, internationally."*

Commenting on the launch, **Ashish Mukul, Brand Head, Tasva**, remarked, *"Tasva has significantly built a strong customer connection with its best-in-class product offering and unique store experience for men's Indian wear consumers. With a complete product offering across Indian occasions and wedding wear apparel and accessories for men, we believe a strong market like Noida offers tremendous potential for us to take this brand to many more shoppers."*

Sector 18 Store Address: - Tasva, P-15, Opposite Manyavar, Sector 18, Noida – 201301

Timings: 11:00am – 9:00 daily

Also, available on www.tasva.com

About Tasva

Tasva is a leading menswear brand committed to providing sophisticated and high-quality clothing options for fashion-conscious men. With a focus on craftsmanship and attention to detail, Tasva offers a wide range of suits, shirts, trousers, blazers, casual wear, and accessories. The brand's 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. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 points of sales in department stores across India (as on 31st March 2023).

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.

The 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** and **Galleries Lafayette**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & 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. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

For further information, please contact:

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