

## Tasva, the Indian Menswear Brand by Aditya Birla Fashion and Retail and Designer Tarun Tahiliani Continues Expansion; Unveils 6<sup>th</sup> Store in Delhi



Delhi; 21 March 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 sixth store in Delhi, situated in DLF Avenue, Saket.

Strategically located within DLF Avenue, Saket, the new store is poised to serve the discerning clientele of the city and its environs, presenting a diverse array of meticulously curated wedding and occasion wear that seamlessly amalgamates comfort with style.

The opening of Tasva's sixth store in Delhi marks a significant milestone in the brand's journey, underscoring its growth trajectory and unwavering dedication to delivering unparalleled fashion and lifestyle products. Encompassing an expansive area of 2,041 sq. ft., the new store showcases an impressive assortment of kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and an array of accessories such as safas, brooches, pocket squares, shawls, stoles, mojaris, and more. The store's elegant ambience harmonizes seamlessly with its exceptional collection, ensuring an unparalleled shopping experience. Tasva's team of proficient stylists is committed to comprehending the unique preferences of customers and providing tailored assistance.

Each garment epitomizes Tarun Tahiliani's distinctive style, meticulously crafted with impeccable attention to detail to achieve the quintessential Tasva fit. Leveraging fabrics such as silk, banarasi brocade, velvet, and cotton that pay homage to the rich legacy of Indian textiles, the collection features traditional embroideries such as zardozi, aari, chikankari, and gota work, seamlessly blending 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 by 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 inspired collection."*

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 ethnic wear. With a complete product offering across Indian occasions, wedding wear apparel and accessories for men, we believe a strong market like Delhi offers tremendous potential for us to take this brand to many more shoppers."*

**Store Address:** - Tasva, Shop No. 276-281 A first floor, DLF Avenue Saket, New Delhi, 110017

**Timings:** 11:00 am – 9:00 pm daily

Also, available on [www.tasva.com](http://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](http://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 31<sup>st</sup> 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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