

Aditya Birla Fashion and Retail and Designer Tarun Tahiliani's Tasva, Unveils 3rd Store in Jaipur



Jaipur; 21 March 2024: - **Tasva**, the Indian menswear brand by Aditya Birla Fashion and Retail Ltd. and celebrated designer Tarun Tahiliani, proudly announces the grand opening of its third store in Jaipur. The launch of the brand's third store in Jaipur, serves as a testament to their ongoing commitment to providing incomparable fashion and lifestyle choices to its consumers.

Situated strategically in Malviya Nagar, an affluent neighborhood in Jaipur known for its bustling markets, the new Tasva store will cater to the refined tastes of the city and its surrounding regions. It promises a diverse selection of meticulously curated wedding and occasion wear, presenting a fresh perspective that seamlessly blends comfort with elegance.

The opening of Tasva's third store in Jaipur marks a significant juncture in the brand's trajectory, underscoring its expansion and unwavering commitment to offering exceptional fashion and lifestyle products. Spanning across 2,109 sq. ft., the store boasts an impressive array of kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and accessories such as safas, brooches, pocket squares, shawls, stoles, mojaris, and more. The store's elegant ambience perfectly complements its exceptional collection,

while Tasva's team of knowledgeable stylists stands ready to provide personalized assistance tailored to each customer's unique preferences.

Each garment reflects Tarun Tahiliani's signature style, expertly crafted with impeccable attention to detail to achieve the quintessential Tasva fit. Tasva employs premium fabrics such as silk, banarasi brocade, velvet, and cotton. Traditional embroidery techniques such as zardozi, aari, chikankari, and gota work adorn the collection, fusing the sophistication of Indian craftsmanship with contemporary silhouettes for the global Indian.

Reflecting 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 Jaipur offers tremendous potential for us to take this brand to many more shoppers."*

Store Address: - Tasva, Shop No. UG-14, Ground floor, Horizon Tower, at Jewel of India, JLN Marg, Jaipur Rajasthan- 302017

Timings: 11:00 am – 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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