

## Tasva by Aditya Birla Fashion and Retail and celebrated designer Tarun Tahiliani Opens their 2<sup>nd</sup> Exclusive Brand Outlet in Noida



Noida; 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 inauguration of its second store in Noida, situated within Gaur City Mall. This expansion highlights Tasva's steadfast commitment to offering unparalleled fashion and lifestyle choices to its valued patrons.

Strategically located within the bustling Gaur City Mall, Noida, the new Tasva store will cater to the discerning clientele of the city and its neighboring regions. It promises a diverse selection of meticulously curated wedding and occasion wear, infused with a fresh perspective that seamlessly blends comfort with sophistication.

Tasva's second store in Noida represents a significant milestone in the brand's journey, highlighting its growth trajectory and unwavering dedication to delivering exceptional fashion and lifestyle products. Spanning across an expansive 2,659 sq. ft., the new store showcases an impressive range 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 extraordinary 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 distinctive style, meticulously crafted with impeccable attention to detail to achieve the quintessential Tasva fit. Celebrating the rich heritage of Indian textiles, Tasva uses

premium fabrics such as silk, banarasi brocade, velvet, and cotton. Traditional embroidery techniques including zardozi, aari, chikankari, and gota work adorn the collection, 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 Noida offers tremendous potential for us to take this brand to many more shoppers.”*

**Store Address:** - Tasva, Shop no SF/Anchor/12A Gaur City mall PLOT NO-C1B/GH-01, Sector-4, Greater Noida (West), -201310, Uttar Pradesh

**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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