



Tasva Marks its Entry in Northeast with the Launch of its 1st Store in Assam

The brand's first store in Guwahati showcases the exquisite Autumn-Winter 2024 Wedding Collection

Guwahati, 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 opening of its first store in the Northeastern region, located in Guwahati. Spread across 3800+ square feet, the store offers a luxurious and immersive shopping experience, bringing Tasva's distinctive blend of modern design and traditional craftsmanship to the region as part of its nationwide expansion.

The Guwahati store proudly showcases the AW'24 Wedding Collection, an exquisite fusion of contemporary elegance and traditional Indian artistry. Drawing inspiration from Romanesque architecture, Baroque opulence, and abstract art, the collection highlights intricate Shikargah and Phulkari motifs, Aari work, zardozi embroidery, mirror detailing, and pearl embellishments, reflecting India's rich heritage with a modern twist.

In addition to the wedding collection, the store offers a wide range of elegant Indian menswear, including kurtas, bundis, sherwanis, bandhgalas, achkans, churidars, and aligarhis. Customers can also explore a refined collection of accessories, such as safas, brooches, pocket squares, shawls, stoles, mojaris, and dinner jackets. Each piece seamlessly blends sleek lines, asymmetrical cuts, and avant-garde embellishments, reflecting Tasva's hallmark of impeccable craftsmanship and design.

Sharing his thoughts on the unveiling of the new store, **Tarun Tahlilani, 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 the Indian man with a fabulously made, internationally inspired collection."*



Commenting on the launch, **Ashish Mukul, Brand Head, Tasva**, remarked, *"Tasva has built a strong customer connection with its best-in-class product offerings and unique store experience for men's ethnic wear. With a complete product range for Indian occasions and wedding wear, we believe that a strong market like Guwahati offers tremendous potential for us to expand and reach even more shoppers."*

The store's interior has been meticulously designed to provide a premium and immersive shopping experience. A modern yet warm aesthetic, blending traditional Indian elements with contemporary design, creates a welcoming atmosphere. Rich textures, ambient lighting, and refined décor highlight the beauty of Tasva's collections, while dedicated sections for kurtas, sherwanis, and accessories ensure a

seamless and personalized shopping journey. The store's layout reflects Tasva's commitment to quality and craftsmanship, making it the perfect destination for grooms and wedding attendees alike.

With the opening of the Guwahati store, Tasva aims to bring its signature combination of quality, craftsmanship, and style to the heart of Assam, offering customers an elegant and immersive retail experience.

Store Address: Tasva, GS Road, Opposite Anil Plaza, ABC Point, Guwahati, Assam 781005

Timing: Mon- Sun: 11 am to 9pm

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:

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