

Tasva	03.07.2024	Elle	National	ELLE Speaks With Tarun Tahiliani O Designing The Ceremonial Outfits Team India At The Paris Olympics 2024
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ELLE Speaks With Tarun Tahiliani On Designing The Ceremonial Outfits For Team India At The Paris Olympics 2024

-Rooting for India!



Tasked with creating the ceremonial outfits for team India at the 2024 Paris Olympics, renowned designer Tarun Tahiliani and ABFRE's collaborative venture Tasva seamlessly showcased India's rich heritage on a global stage. Embedded in patriotism, the bundis and saris draw inspiration from the cultural tapestry of India whilst tapping into the sporty undercurrent of the games.

"As our athletes sail past the Seine during the opening ceremony, they will carry a piece of India with them, making a bold statement in the fashion capital of the world," stated Tarun Tahiliani upon quizzing him about the process of fashioning these upcoming sports stars at the Paris Olympics. From featuring ikat-inspired prints to utilising Banarasi brocade, the ceremonial outfits marry craftsmanship with the brand's 'India Modern' ethos.

Here's our chat with the renowned couturier.

ELLE: How did it feel personally, fashioning all these upcoming stars of India's sports squad?

TT: For decades, I've had the privilege of dressing some of the world's most renowned personalities. However, dressing the Indian Olympians was truly special. It is a great honour and responsibility to present our champions on the global stage. Seeing our athletes dressed in designs that encapsulate our heritage fills me with immense pride. As our athletes sail past the Seine during the opening ceremony, they will carry a piece of India with them, making a bold statement in the fashion capital of the world.

ELLE: Could you please take us through the construction and fabric selection for the bundis and saris?

Tarun Tahiliani (TT): The uniform for our Olympians at the Paris Olympics is a harmonious blend of tradition and modernity, creatively merging elements of the classic Bundi with contemporary layers and silhouettes. This innovative design philosophy embodies India's rich cultural tapestry and forward-thinking spirit.

The choice of materials plays a crucial role in this vision. Cotton, a fabric integral to our heritage, has been used for the kurta bundi set. It is lightweight, breathable, and comfortable, ideal for the Parisian summer. For the sari, viscose crepe is utilised for its natural drape and breathability. The blouse features cotton satin lycra, combining the natural breathability of cotton with the smooth finish of satin and the flexibility of lycra, ensuring comfort and a perfect fit.

ELLE: The designs proudly carry the Indian sentiment without going overboard with blatant and brash messaging. How did you achieve that?

TT: The designs focus on subtle yet powerful elements that reflect our heritage. We incorporated traditional motifs and colours, such as ikat-inspired digitally printed panels, the iconic tricolour palette, the Ashoka Chakra symbolised in the blue buttonholes, and the traditional Banaras brocade presented in a contemporary way. We ensured that the attire conveys a deep sense of Indian identity without overwhelming the senses.

The use of classic silhouettes like the kurta bundi set and pre-pleated sarees ensures elegance and grace. Our goal was to create an attire that embodies India's spirit and pride through thoughtful design and meticulous craftsmanship, allowing the beauty of our culture to shine naturally.

ELLE: How have you retained the OG Tasva aesthetic whilst tapping into the sporty undercurrent?

TT: We've seamlessly integrated the core Tasva aesthetic of India Modern, with a sporty undercurrent by focusing on versatility and thoughtful design. For the ceremonial attire, we retained key traditional elements of the kurta bundi set with modern updates such as safari pockets and rolled-up sleeves for added practicality and style.

The sari features a pre-pleated design, making it convenient to wear, while the blouse is both flexible and comfortable, providing the necessary stretch for ease of movement. These functional design elements ensure the garments are athlete-centric, combining the elegance of Tasva with the practical needs of our sports stars.

