

Setting out to create the image of India Modern, Tarun Tahiliani is a brand that straddles the present while rooted in India’s heritage of draped form and tradition of artistry. These quintessential techniques of craftsmanship, imbibed with love across generations, are made globally astute through the cut, construct and finish of Tarun Tahiliani silhouettes. Each creation exemplifying the guiding philosophy – “all that we were and more.”

Founded in 1995, the Tarun Tahiliani Design Studio juxtaposes modern sartorial prowess and the intricacies of Indian technique with skill. These richly detailed, structured drapes are crafted to lend an edge to Tahiliani’s modern, Indian woman. Across couture, occasion wear and ready-to-wear, the designer’s studio creates unique combinations of historical opulence and contemporary chic through the fine crafts and textiles of India.

Now nestled deep inside Gurugram, Haryana, the atelier houses a trusted team of one 100s of designers, master-craftsmen, tailors, drapers, and seamstresses. Standing as a red brick structure designed with a signature TT façade, it was constructed in 2008, and is currently the base of all operations.

**Far and Wide**

He also became the first Indian designer to showcase at Milan Fashion Week in September 2003. Milan also gave him the opportunity to dive into what he loved most: Luxury prêt. Since then, his work has graced places—New York, London, Tokyo, Dubai, Singapore, and Karachi—and people, including celebrities, royalty, and style-makers. The Tarun Tahiliani brand is available at five Tarun Tahiliani Boutiques in New Delhi, Mumbai, Hyderabad, Kolkata and Bengaluru.

**Beyond Fashion**

Along with his popularity as a celebrated bridalwear designer in both womenswear as well as menswear, Tahiliani—with his astute design aesthetic—has also tapped into the world of architecture and interior design. He has designed several boutique hotels, resorts, restaurants, and holiday homes and has recently formalised an interior and architecture division for special projects. This passion for design has also reflected strongly in all of his stores across the country—Delhi, Kolkata, Hyderabad, and most-recently inaugurated, Mumbai. The spaces speak of his love of Indian art and architecture, borrowing elements from Mughal miniature paintings and varied textiles, with fabric being the central focus. A feeling of India Modern is prominent, too.

**Tasva: Menswear Redefined**

A joint venture between the House of Tarun Tahiliani and the Aditya Birla Fashion and Retail Ltd (ABFRL), Tasva was launched in 2021 as an easier, more affordable alternative to celebratory menswear. Prioritising comfort with high quality and better cut, the brand offers a fresh take on groomswear for

the wearer who wants to have fun with fashion. It aims to change the way men approach craft and tradition, and update it for the current generation.