

Tasva	02.07.2024	The Indian Express	National	Tarun Tahiliani on using 'gold brocade with ivory' on ceremonial dresses for Team India at Paris Olympics: 'Suits every skin tone'
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Tarun Tahiliani on using 'gold brocade with ivory' on ceremonial dresses for Team India at Paris Olympics: 'Suits every skin tone'

Tahiliani added that when Indian athletes step onto the global stage, "they do so as true ambassadors of Indian culture and heritage."



The official ceremonial outfits designed by Tasva. (Source: PR Handout)

Tarun Tahiliani has added yet another feather to his illustrious cap by becoming the first Indian designer to create the official ceremonial dresses for Team India at the Paris Olympics 2024, which begins July 26.

The official dresses include a pristine white kurta-bundi set for male athletes and a sari with high neck blouse for the female athletes. Both outfit choices have digitally printed saffron and green panels, drawing heavy inspiration from ikat.

The buttonholes are blue, representing the Ashok chakra, on an ivory base [representing peace and unity](#)🌐. The dresses have been paired with modern golden trainers embellished with Banarasi brocade.

The breast pocket of the bundi has the classic Olympic logo embroidered on it, with India and her flag emblazoned on top of the five circles.

“This ceremonial dress beautifully combines classic Indian style with a modern, athletic touch. The kurta bundi set is crafted from lightweight moss cotton, ensuring breathability and comfort. The saree, a symbol of grace and cultural identity, is reimagined in viscose crepe for a [natural drape and breathability](#)🌐, ensuring our athletes feel both elegant and comfortable,” Tahiliani said in a statement.

But why were ikat and Banarasi brocade chosen?

Speaking to [indianexpress.com](#), Tahiliani said that ikat is a technique that is used across the nation. “Artisans in each region derive their own variations through textiles. Therefore, it is a medium that is [universal to India](#)🌐 and hence the decision to use ikat-inspired prints in the ceremonial dress made sense,” said Tahiliani.

He added that the decision to use gold brocade with the ivory dress was to “showcase a quintessential Indian colour combination that is unique to India and suits every skin tone. The brocade sneakers are also meant to stand out.”

Upon asking whether having such a big name get associated with historic events takes away the spotlight, he said, “Absolutely not. Nothing can overshadow our athletes who have earned their place in the Olympic contingent through sheer grit and determination.”

The sharply-tailored outfits from Tasva — the men’s Indian wear brand by Aditya Birla Fashion and Retail Ltd. and Tarun Tahiliani — will be worn by over 100 athletes representing the nation at the sporting event.

“Tasva, the official ceremonial dressing partner of Team India at the Paris Olympics, takes pride in dressing up the ones who bring home the glory,” they announced on Instagram, sharing pictures from the ceremonial dress and playing kit launch and [send-off ceremony](#)📍 in the presence of Indian hockey stars Jarmanpreet Singh, Nilakanta Sharma, Krishan Bahadur Pathak, and Jugraj Singh.