

<b>Tasva</b>	25.07.2024	The Indian Express	National	<a href="#">The Olympics are coming to the capital of fashion. Expect uniforms befitting a Paris runway</a>
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### **India: Mixing old and new**

[Indian designer Tarun Tahiliani](#) is known for his ability to meld traditional elements with a modern sensibility. And that's what he and his menswear brand Tasva has tried to do for his country's Olympic team.

Tahiliani told GQ India that when he began doing research for India's opening ceremony uniform, he noted a trend of countries incorporating their national flags into the design. So he began working on a design featuring the tricolor hues of saffron, white and green.

For men, Tahiliani began with a kurta, the typical Asian long and loose shirt. He paired that with a bundi, or traditional sleeveless jacket. He told the magazine he wears a bundi every day, inspired by his father, who was an admiral in the Indian navy.

After feedback from the Olympic committee, the designer moved away from a uniform-like look for women, opting for a sari, which he says "can flatter any body type, and that's exactly what we want for our female athletes." All the designs incorporate embroidery of saffron and green. "The goal is to create outfits that empower our athletes to represent India with pride and confidence," Tahiliani said.