

## Tasva by Aditya Birla Fashion and Retail & Tarun Tahiliani Expands into Tradition-Led Market with 1st Flagship Store in Prayagraj

*Brings refined Indian occasion wear to one of the country's most tradition-led cities*



**Prayagraj, March 04, 2026:** Tasva, the quintessential Indian menswear brand by Aditya Birla Fashion and Retail Ltd. (ABFRL) and celebrated designer Tarun Tahiliani, announces the opening of its first flagship store in Prayagraj. The launch strengthens the brand's footprint in cities where weddings and ceremonial dressing drive significant apparel demand.

Prayagraj is not only a spiritual centre but also a city with a strong culture of large-format family celebrations. Wedding spending here is structured around tradition, community visibility, and occasion-specific wardrobes. Tasva's expansion into the market reflects the rising demand for premium, ready-to-wear Indian formalwear that balances heritage with contemporary tailoring.

The 4,000 sq. ft. store, located in Civil Lines, offers a comprehensive range of wedding and occasion wear — including kurtas, bundis, sherwanis, bandhgallas, achkans, churidars, and aligarhis. Accessories such as safas, brooches, shawls, stoles, pocket squares, and mojaris complete the wardrobe proposition.

The brand's first store in the city has been designed to feel intimate and welcoming, reflecting Tasva's understated design language. Warm materials, clean lines, and a restrained palette create a calm setting that allows craftsmanship, fabric, and tailoring to take precedence, encouraging customers to engage closely with the details of each garment.



Reflecting on the brand's entry into the city, **Tarun Tahiliani, Chief Design Officer, Tasva**, said, *"At Tasva, we believe occasion wear is deeply personal; it's about celebrating life's most meaningful moments. Prayagraj, a city steeped in spirituality and known for its grand festivals and family celebrations, is where tradition touches every part of life. The modern groom and occasion dresser here values authentic craftsmanship and premium fabrics, while also seeking comfort, precise fit, and contemporary style. Our collections are crafted to honour these traditions, yet offer a modern, effortless approach to celebration dressing — making each garment feel thoughtfully designed for the customer and the moment."*

Adding to this, **Ashish Mukul, Brand Head, Tasva**, said, *"Markets such as Prayagraj are witnessing increased demand for premium occasion wear within organised retail. Customers are seeking reliability — in sizing, quality, and service. With this flagship, we are building long-term access to a curated, design-led offering. Our focus is on delivering consistency while respecting local preferences."*

The collection uses fabrics such as silk, Banarasi brocade, velvet, and fine cotton. Techniques including zardozi, aari, chikankari, and gota are adapted into cleaner silhouettes that align with current preferences for lighter construction and sharper tailoring.

With its Prayagraj flagship, Tasva continues to build presence in culturally significant wedding markets while reinforcing its positioning in premium Indian menswear.

**Store Address:** 57 /57A – Sardar Patel Marg, Ground & First Floor, Civil Lines, Prayagraj, Uttar Pradesh – 211001

### **About Tasva**

Tasva is a leading menswear brand committed to providing sophisticated and high-quality clothing options for fashion-conscious men. With a focus on craftsmanship and attention to detail, Tasva offers a curated range of kurtas, kurta sets, bundis, sherwanis, bandhgalas, achkans, churidars, aligarhis, and Indo-western ensembles. The collection is complemented by footwear and a curated selection of accessories, enabling complete wedding and celebration dressing.

The brand's products are available at exclusive Tasva stores across India and online at [www.Tasva.com](http://www.Tasva.com).

### **About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of March 31, 2025, the Company has presence across 1,168 stores spanning 7.1 Mn sqft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **OWND!**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Shantnu & Nikhil, Tarun Tahiliani, Sabyasachi, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

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