

The Stylish Groom

New-age grooms have taken centre stage in the wedding fashion narrative and are no longer content to play a supporting role.

Text ✱ Bindu Gopal Rao

Today's grooms are no longer content with following conventional style norms, as they're defining their own. Experts weigh in.

Owning the look

Today's groom is embracing individuality. He's exploring colour, texture and silhouette that express his personal story. The modern groom is owning his space with refined taste and cultural pride. Surbhi Pansari, Designer/Owner, Surbhi Pansari (Luxe Menswear), says, "We see grooms merging heritage with subtle modernity, pairing a classic *bandhgala* with asymmetric cuts. The new style code is all about subtle confidence, where craftsmanship takes the spotlight over ornamentation." Men are pushing away the classic beige and maroon *sherwanis* to instead go for bespoke outfits that are all about their unique style. Be it experimenting with cuts of today or mixing traditional embroidery with modern silhouettes, the groom of today rewrites the rulebook as he brings comfort, culture, and couture together. Ravi Gupta, Creative Designer & Director, Gargee Designer's, says, "Grooms of the present are inclined towards a subtle representation of luxury, tailor-made clothes with clean lines, rich textures,





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and refined details. *Bandhgalas* made by skilled craftspeople in subdued jewel colours, *achkans* with minimal *zari* embroidery work, and *kurtas* made of fine silks and linens are getting popular. Accessories are also very carefully chosen; consider handmade brooches, pocket squares with gentle patterns, *safas* with pins, and personalised *juttis* that are not too prominent but rather blend in with the overall look.”

Do the new

Grooms today are approaching their wedding wardrobe with the same level of thought brides always have. “There’s a desire to create a cohesive visual narrative through all events, not just a single showpiece outfit. The focus is shifting from ‘What is everyone else wearing?’ to ‘What tells my story?’ This marks an important cultural shift: the groom finally steps into the frame as a protagonist, not a supporting role,” opines Piyush Mohnani, Marketing Head, Asuka Couture. The new groom’s code is simple: sophistication over



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“A well-cut outfit in the right colour is the new statement. For the new-age groom, style is about balance, staying comfortable and confident, and perfectly complementing his bride.”

showmanship. “Loud contrasts, heavy *zari*, and overworked silhouettes are out. In their place comes muted opulence, for example, ivory-on-ivory embroidery, tonal layering, and clean, European-inspired tailoring. Jewel tones like opal and oxblood are finding space alongside timeless ivory. The key is to look timeless in pictures 20 years from now,” says Sarab Khanijou, Creative Director, Sarab Khanijou. Layering is also key: long-line jackets over *kurtas*, pre-draped *dupattas*, and silk *bundis* in unconventional hues. The focus is on silhouettes that feel regal yet relaxed. “A well-cut outfit in the right colour is the new statement. For the new-age groom, style is about balance, staying comfortable and confident, and perfectly complementing his bride,” says Ridhi Mehra, Founder & Creative Director, Ridhi Mehra.



PHOTO: GARGEE DESIGNERS



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Style file

There is a definite evolution in silhouettes, structured sherwanis with subtle drapes, tonal layering and fusion suits that move effortlessly from *phas* to cocktails. Accessories are no longer an afterthought; handcrafted brooches, stoles with embroidered edges and artisanal buttons have become key to finishing a look. Nishit Gupta, co-founder & director, KALKI, says, "This season, grooms are embracing bold embroidery and refined craftsmanship that draws from Indian motifs while feeling distinctly modern. The focus is on intricate thread work, tonal *resham* and metallic accents that create depth without heaviness. Alongside classic ivories, we're seeing a rise in statement shades like wine, charcoal, and deep black – especially in sculpted *sherwanis* and evening suits." The new groom code is ultimately about balance – individuality that still feels rooted, design that marries detail with comfort. Shikha Dhandhia, personal

shopper & bridal stylist, says, "Since Covid, the groom's families and the grooms have just as much excitement while doing their shopping. They've also gotten more open to unconventional colours like maroons and emerald greens. It doesn't just stop at the

clothes, though; getting jewellery and accessories for the wedding is just as important for the men now. Emeralds, *polkis* and pearls are their first pick to make them shine just as bright next to the stunning brides.”

Contemporary fix

One of the strongest trends is ‘coordinated yet contrasting’ couple dressing, where grooms echo the bride’s style without mimicking it. For example, if the bride wears rose gold, the groom might choose muted blush or ivory with subtle metallic embroidery. Another growing trend is the fusion of Indian heritage with modern tailoring: traditional silhouettes reimagined with clean cuts, minimal embellishment, and structured fits. “Grooms are gravitating towards intricately handwoven *kurtas*, custom-tailored tuxedos with Indian accents, and luxurious fabrics like velvet, raw silk, and *matka silk*. Accessories, too, have evolved; brooches, *safa* pins, and ornate *malas* have become statement-makers, while footwear now includes embroidered loafers and

structured moccasins. Even small touches like pocket squares and cufflinks are seen as storytelling elements that complete the look,” says Devangi Nishar Parkh, Managing Director, Aza Fashions & Founder, Araiya by Aza.

Fashion-forward

Today’s groom is redefining tradition with individuality and intent. He embraces heritage through refined craftsmanship while adding a contemporary edge, proving that modern menswear can be timeless, expressive, and unapologetically personal. “At Dolly J Man, the new-age groom’s wardrobe celebrates subtle opulence; think textured embroidery, tonal layering, sculpted silhouettes, and artisanal detailing. Accessories, too, are evolving with purpose, from handcrafted brooches and embroidered stoles to statement footwear, each element curated to reflect modern sophistication rooted in tradition,” says designer Dolly J. A welcome change in fashion that strikes a mix between tradition and contemporary sophistication is being embraced by the modern groom. Grooms are choosing silhouettes and colour schemes that showcase their uniqueness, going beyond what is often anticipated. Ahmed Tuhin Reza & Tanzila Elma, House of Ahmed,



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aver, “The main style is muted luxury; consider pastel colours, ivory and champagne tones, and delicate metallic accents in place of bold maroons and golds. Additionally, personal expression is becoming more and more important. Accessories are also changing; handcrafted shoes, embroidered *safas*, and jewellery with a heritage feel complete the ensemble.” The idea is to look composed yet effortless – to feel like yourself, just elevated. ✨



PHOTO: RIDHI MEHRA

