

Manyavar

Brand Editorial — From Brief to Execution

Written by Srijayee Ghosh for Manyavar (India's leading celebration-wear label) via Textmercato. Shown here with the original creative brief alongside the finished copy, to demonstrate how a brand brief translates into two distinct, on-tone editorial pieces.

THE BRIEF

Campaign: "Taiyaar Ho Kar Aaiye" — driving home that celebration wear, not formal wear, is what makes you truly 'wedding ready.'

Brand ambassador: Ranveer Singh

Required tonality: warm, welcoming, rooted in touch — built around celebration, authenticity, culture, and tradition.

Two deliverables requested: (1) generic brand content, (2) a Ranchi-specific store-launch version, each 250–300 words.

PIECE 1 — GENERIC BRAND EDITORIAL

Manyavar, a brand synonymous with weddings, has transformed men's ethnic fashion wear into a signature statement. Incepted in 1999, the brand ventured into full-swing retail operations in 2001, soon launching an eclectic range of men's garments and accessories to become a one-stop shop for wedding and celebration wear.

The label began draping the world in joy and refined Indian elegance, evolving with a vision to instil pride in wearing Indian. Manyavar's timeless celebration collection includes exquisite sherwanis, fine Indo-Westerns, royal bandhgalas, classic kurta-jackets, and matching accessories for life's special moments — with a dedicated kids' ethnic and fusion line for the little ones as well.

Today, the brand spans approximately 1.4 million sq. ft. of retail space across 640+ exclusive brand outlets and 14 international outlets in 4 countries — a scale built one celebration at a time.

PIECE 2 — RANCHI STORE-LAUNCH EDITORIAL

Manyavar proudly inaugurates its largest Manyavar Mohey store in the east, in Ranchi, spanning 17,281 sq. ft. Mohey has always been at the forefront of embracing the uniqueness and authenticity of Indian wedding wear — and this super flagship, following the brand's existing flagship store in the city, is built to offer an even more elevated customer experience.

From its inception in 1999, Manyavar has strived to become a dominant player in Indian celebration wear, and today stands as the face of Indian ethnic wedding attire. Indian weddings are nothing short of an epitome of grandeur — rich colour, culture, and magnificent venues — and Manyavar meets that vibe with stunningly embellished wedding wear that makes every moment unforgettable, from exquisite sherwanis and bandhgalas to trendy kurta-jackets and complementing accessories, with a kids' line to match.