

#LET'S TALK MEN

# Monsoon in style with TAAGA MAN

An atmosphere of renewal and revitalisation fills the area as monsoon clouds approach. A magical atmosphere is created by the pitter-patter of showers on rooftops and the earthy aroma of damp soil, luring us outside to enjoy the season. It's time for men to update their wardrobes and effortlessly adapt to the rhythm of the rainy season. This monsoon, embrace cotton clothing and lightweight accessories that not only keep you comfortable but also create a statement in fashion like no other. And to make our lives easier there's TAAGA MAN monsoon collection with almost everything to meet our rainy season fashion requirements.

## Cotton comfort

Finding the ideal balance between style and utility is key to monsoon fashion. The best fabric for the season, thanks to its airy and moisture-absorbing qualities, is cotton. Replace bulky synthetics and denim with light cotton shirts, t-shirts, and pants. To allow for easy mobility while preserving a clean and elegant appearance, use fabrics with a somewhat looser fit.

Adopt the trend of pastel colours and soft tones that go well with the rainy season this year. The calming atmosphere of rainy days is reflected in the soft blues, mint greens, gentle yellows, and blush pinks. These shades help you stay cool in the humid weather, in addition to adding a touch of elegance.

## Footwear finesse

Without the appropriate footwear, a monsoon wardrobe is incomplete. The ideal fusion of style and utility is offered by leather shoes with soft straps. Look for styles that provide adequate grip and support so you can confidently go on slick streets.

## Smart Accessories and Shorts

Leather backpacks and messenger bags are your go-to buddies when it comes to monsoon accessories. Leather, which is renowned for its strength and timeless beauty, is a great material option to protect your possessions from unplanned downpours. To effortlessly coordinate your cotton outfits, choose timeless hues like tan, brown, or black. These bags not only keep your belongings dry but also give your outfit an air of refinement. Another piece of clothing that can be synchronized with the backpack are comfortable shorts, which are also provisionally available with TAAGA MAN.

## Rain-ready confidence

While rain and the monsoon season go hand in hand, it's still important to be ready for unexpected downpours. A portable, lightweight travel umbrella that fits in your bag can be a good investment. Choose a convenient model with a strong frame and an automatic open/close mechanism.

Furthermore, timepieces

with leather or cloth straps that are waterproof are the ideal accent for your monsoon attire. These watches provide a practical aspect to your outfit and can endure the occasional splash.

## Styling tips — Pastel Colours

Pastel colours are very much in for the season, embrace the charm of hues by teaming your cotton shirts with comfortable shorts. This will definitely add a fashion edge to the entire look.

## Ankle Length Pants

Once upon a time, people used to roll their trousers up for the ultimate relaxed and casual look. Nowadays there's no need to do so since ankle length pants are already available in the market, especially at TAAGA MAN. This not only prevents your pants from getting soaked but also adds a touch of personality to your outfit.

Let your sense of style adapt to the situation as the raindrops fall. You can negotiate the rainy season with delicacy and panache if you wear the appropriate mix of cotton clothing, lightweight accessories, and a dash of confidence. Accept the beauty of the rain, and let the reviving vibe of the season inspire your attire. So, gentlemen, get ready, go out, and make a fashion statement this monsoon!



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Photo: TAAGA MAN