

# A CUT ABOVE

Mufti celebrates 20 golden years of churning out alternative fashion for the discerning Indian male

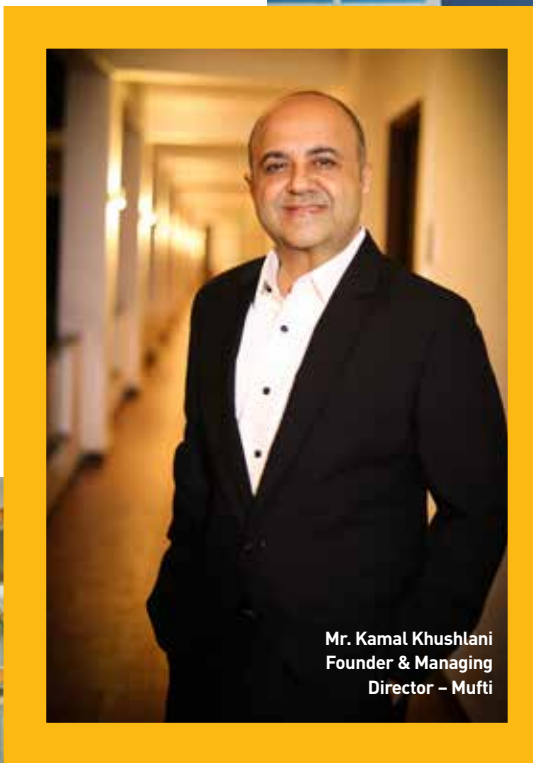
The man about town who dares to be different. The one who defies convention. The man who pulls off unconventional dressing with ease. That's the Mufti man for you. What started as a brand that produced shirts, has today snowballed into the millennial male's first choice for an easy-going sartorial vibe.



Founded in 1998 by Mr Kamal Khushlani, Mufti had one driving ambition – to provide an alternative dressing solution that went beyond generic norms and conventions. Think of it as the opposite of uniform. Mufti's selection of outfits surpassed mainstream fashion to become an exclusive name that now has a pan India presence. Currently retailing through as many as 1,200 multi-brand outlets, Mufti is present on all major e-commerce portals and even has its own website.

The label started off as a casual denimwear brand. But it now offers outfits and styles for every occasion. From slim fit cotton trousers to wear to that next work meeting to casual polo t-shirts for hanging out with the guys, Mufti is a youthful mix of today's fashion trends, while retaining its own voice. Its elaborate range of t-shirts, outerwear, blazers and accessories perfectly wed comfort with style. They have now even branched out into the footwear segment, giving you all the more reason to make room for some new kicks.

The team that puts together this iconic brand as we know it, is led by the dynamic founder and managing director Mr Kamal Khushlani, who built the brand from the ground up. With fashion in his genes and a profound industry knowledge, he is always the first to pin point new style trends that later get adopted by the whole fraternity. Best described as an optimistic, self-taught fashion designer, brand strategist and futurologist, he firmly believes that fashion will soon begin flowing towards



Mr. Kamal Khushlani  
Founder & Managing Director - Mufti

the West, from India. That's exactly why his vision is to make Mufti India's first fashion world brand and a premium choice for men who know their fashion do's and don'ts.

The brand is a sleek combination of everything that today's Indian male would deem an apt choice of clothing – spunky, youthful, engaging and unique. And, who better to carry the brand's legacy forward than contemporary youth icon Kartik Aaryan?

To commemorate 20 years of finesse in fashion, Mufti brought in Bollywood actor Kartik Aaryan as its fresh face and first brand ambassador.

With his easy-going manner, charming personality, which is the reason for his popularity and his engaging persona, he truly reflects the spirit of the label. He is Mufti, just like all the others who dare to be their own selves.

Mufti then, is all about owning who you are, embracing innovation and doing it in style. Are you a Mufti man?



For more information, visit [muftijeans.in](http://muftijeans.in), email [helpdesk@mufti.in](mailto:helpdesk@mufti.in) or call 022 6141 7200

