

tara and i



*our story*  
*our story*

Exuding effortless chic, tara and i is a prêt-a-porter label launched in Mumbai in 2018. Elevated classics with a design vocabulary of casual chic, the brand brings romanticism & joie de vivre to life.

The silhouettes celebrate natural proportions, with subtleties in form and fit, creating comfortable, flattering essentials for the modern wardrobe. Each garment is robustly constructed by hand with the finest materials with discreet details, that create a look that is refined, confident and understated. The colours are bold, with character, exuding composure with a playful elegance. The result is contemporary, sharp, sophisticated classics that are versatile, transcend seasons and can be worn over the years.

The garments have an innate je ne sais quoi that make you feel good and can take you from desk to dining al fresco within seconds. Confections of pure joy.

# biophilia biophilia

tara and i brings a wistfulness for nature and the world we live in with its collection Biophilia. Each outfit is a postcard of a life, yearning to go back outdoors. Whether its celebrating the rolling hills, the verdant greens on mountains, bee hives and scalloped roofs of little homes, the collection shares the romance of getting one with nature with sheer optimism and joy.

The palette is fresh and organic. Oat and honeycomb wheat fields extend out into the horizon. An expanse of green spills out of what seem like never ending gardens. A vine of blush florets burst in full bloom. A raw sienna captures the effervescence of the sun. And ash blues mirror clear infinite skies. The collection brims with a joie de vivre and literally basks in the warmth and energy of the earth.

The collection brings sheer exuberance with its twist on the classics. Timeless structures in rich fabrics are constructed in a relaxed, almost light-hearted manner making the collection effortless and casual chic. The juxtaposition between colour and texture is always at play.


A structured black skirt is contrasted with spirited white checks. A regal purple appears casually on a jumpsuit. And use of pleats and darts add character to a classic black dress.

The collection comprises handcrafted silk, taffeta and organza in a palette of ombres, metallic, black and white, merlot and sage green.

tara and i shares a consciousness and delicate balance between humans and nature.

Keeping with this ethos, each piece in the collection is made from natural and biodegradable fibres. The designs are in gentle harmony with our lives in a narrative brimful of optimism and playful elegance.



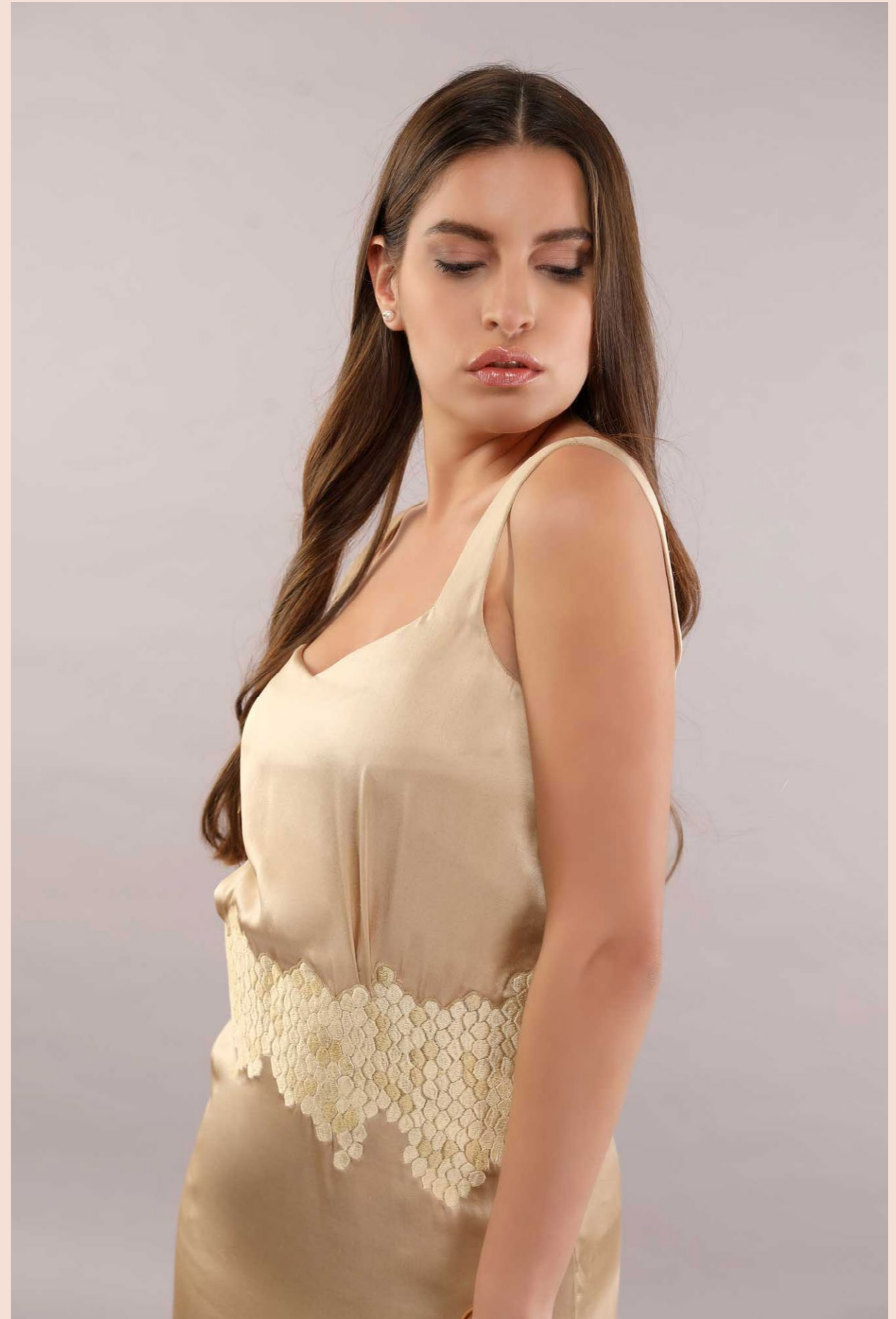
A person wearing a dark, long-sleeved jacket with their hands clasped in front of them. The image is semi-transparent and serves as a background for the text.

*“Each outfit is a postcard of a life,  
yearning to go back outdoors.”*





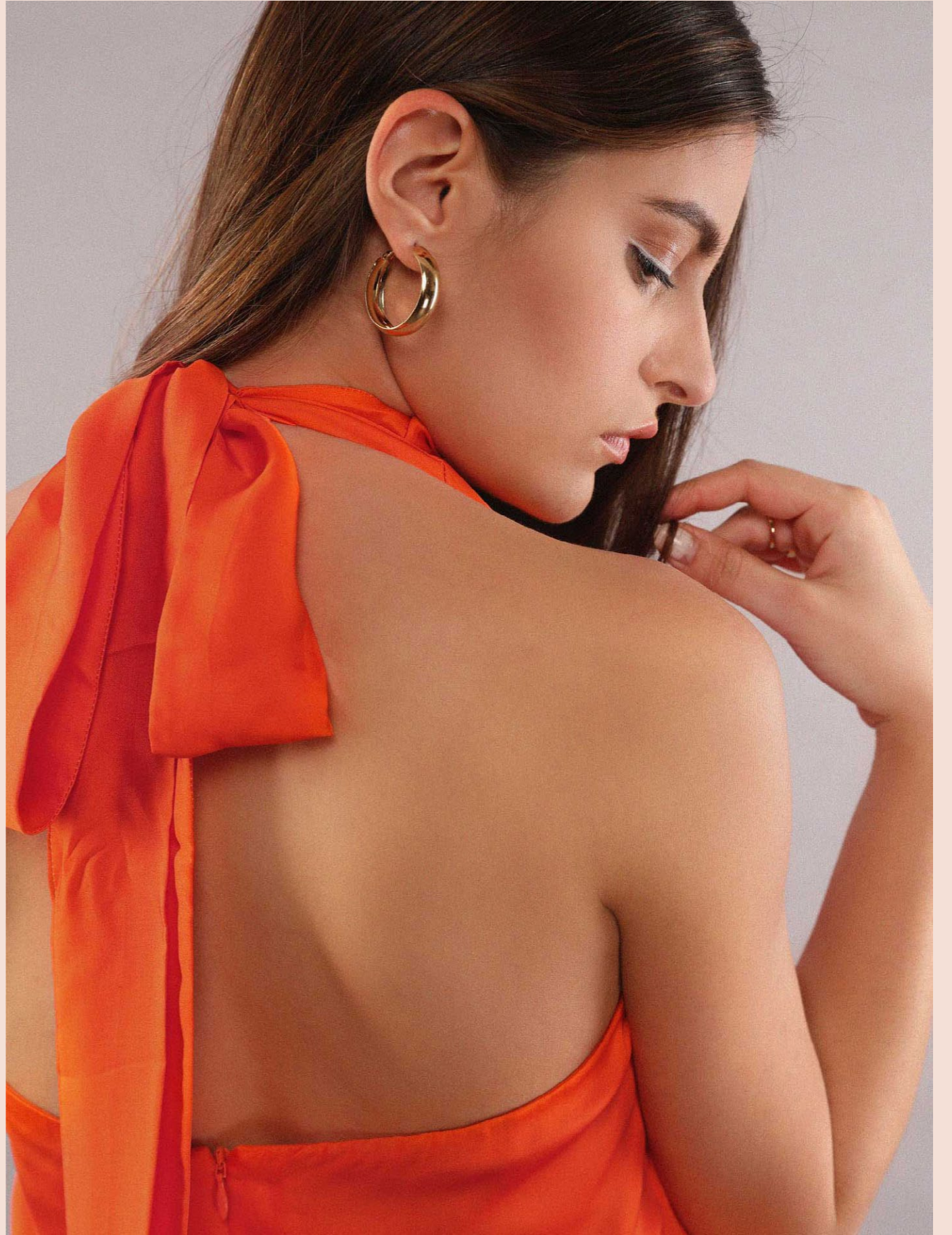


























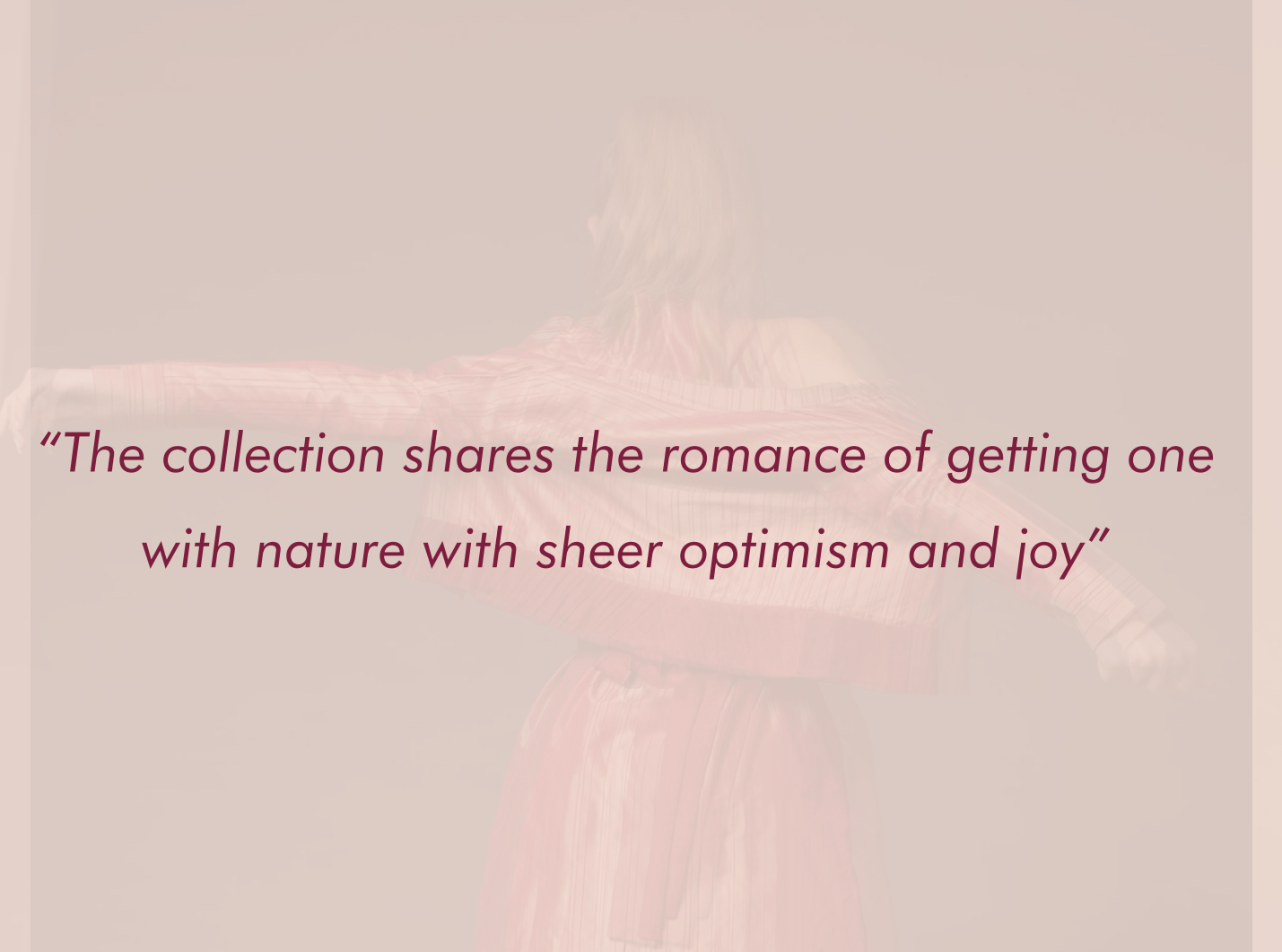












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