

## THE STATUS SHIFT

# The Indian man no longer dresses for *the room*.

Something is shifting in how urban Indian men 25–35 signal success. The logo-forward era is fracturing. One camp seeks craftsmanship, natural fibres, bespoke narrative. The other stretches for visible brands that say I've arrived. Both call it premium. Only one needs an audience.

**71.3K**

monthly searches "heritage"  
menswear

**137K**

monthly searches "identity"  
sustained

**49.5K**

monthly searches "authenticity"

## THE QUIET LUXURY PARADOX

# True confidence needs no *recognition.*

## OLD MONEY SIGNAL

Muted palette. Natural fabrics. Discreet tailoring.  
Peers already know.

## ASPIRANT SIGNAL

Visible logo. Stretch purchase. Public proof of  
progress. Needs new eyes.

- **The fracture:** those who've arrived dress subtly. Aspirants dress loudly.
- **Frugal flamboyance:** premium feel, sensible spend — visible but not desperate.
- **The opportunity:** Rare Rabbit earns the upgrade. Aspirational and arrived.

## 26.8K

"old money" searches peaking

## 3.1K

"understated" sustained growth

## 950

"quiet luxury" volatile, emerging

## THE BELIEF PREMIUM

# The Cartier might be on EMI. The *khadi* hides crores.

Real wealth is invisible — savings, land, financial freedom. Visible luxury signals spending patterns, not net worth. The man who genuinely believes in what a brand stands for pays full price and stays loyal. This is the only customer worth building for.

- **Vishwas hi premium ka basis hai** — belief makes price a filter, not friction.

19.7K

"conspicuous" sustained signal

15.2K

"dikhawa" emerging term

137K

"identity" — the real driver