

SHOWSTOPPERS OF THE SEASON

- This season, designers at Turtle weren't just pushing the boundaries of fashion, they were also setting new trends.
- Bright colours making a splash, cool tones having their way, playful patterns taking it to the street and bold textures balancing out subtle shades. Menswear fashion was having its moment all over again, at the design studio of
- Turtle, one of India's leading lifestyle brands.



PRINTS, AT ITS PLAYFUL BEST

If the runway scene was any indication, then Prints were surely trending from the start. Turtle unfolds a range of Prints ranging from subtle to exotic. On cotton, linen and khadi. In all-overs and hybrids.

LEISURELY LIVING WITH LINEN

Linen will be hard to miss this season, taking on summer like a breeze. Choose your style staple from Turtle's suave range of shirts and trendy trousers, in cool and comfort shades.

INDIGO INDULGENCE

This season, Turtle lets you sweat out in style with Indigo workwear. Choose from a fashionable collection in stripes, prints and plains, in shirts and t-shirts.

SUMMER TAN WITH KHAKI

This season, shades of Khaki feature as the runaway favourites. At Turtle, our designers have handpicked 9 shades in tones like stone, ochre, grey, white, sand and earthy for that urban bohemian look.

FREEDOM FASHIONED FROM KHADI

Spinning a free-spirited fashion trend, Khadi made its presence felt this season. Keeping up, Turtle also added natty prints, smart cuts and a dose of bohemian aesthetics to this liberating and eco-friendly handspun fabric.

#turtle trending

HOTTEST RUNWAY LOOKS. DESIGNERS' PICK. AND THE FASHIONISTA'S FAVOURITE. THIS SUMMER, THE TURTLE SS16 COLLECTION IS STYLED ON THE BEST OF WHAT'S TRENDING AROUND THE WORLD OF FASHION. A COOL, CURATED LINE OF MENSWEAR FEATURING AN EXCLUSIVE RANGE OF PRINTS, INDIGOS, LINENS, KHAKIS, DENIMS AND KHADI. RIGHT FROM THE RUNWAY TO YOUR WARDROBE THIS SEASON.



DENIMS TO SWEAR BY

Enthused with the exciting trend of mixing denims, Turtle Design Studio has created denim swag wear in a range of washed, distressed, structured and engineered styles.

WEAR THE TREND. BE THE TRENDSETTER.

With cutting-edge trends and fresh looks making a splash this summer, the season is all set to unveil a new wave of fashion. Giving his views on emerging fashion trends, Mr. Shitanshu Jhunjhunwalla, Director, Turtle Limited, foretells, 'with new trends blowing hot, the racks and the shelves are up for a refreshingly stylish never-seen-before collection.' It's a summer tailor-made for Turtle that caters to the urban, cosmopolitan and free-willing man of today, setting and forecasting trends from the core of its offerings.

