Redefining the Wedding Narrative: How the Modern Indian Groom Is Claiming His Style with Devo

Indian weddings have always been synonymous with grandeur, emotion, and deep-rooted traditions. Yet, amid the colours, rituals, and celebrations, a quiet but powerful transformation is unfolding. The modern Indian groom is no longer content to remain a passive participant in ceremonial splendour. He is stepping forward—confident, expressive, and intentional—seeking a wedding wardrobe that reflects not just tradition, but his personality, comfort, and sense of style.



Devo's traditional elegant white sherwani

Recognising this shift, **Devo – A Siyaram's Initiative** introduces *The Modern Groom's Guide to Wedding Style*, a thoughtfully curated, function-wise wardrobe concept that reimagines how a groom dresses across the entire wedding journey. This is not merely a collection of garments; it is a cohesive style narrative designed for today's groom—one who values cultural authenticity while embracing contemporary design.

At its core, the guide understands that weddings unfold over multiple ceremonies, each with its own emotion and energy. For the joyful and intimate **Haldi**, Devo presents lightweight kurtas in sunlit yellows, mustards, and soft pastels. Crafted

from breathable, textured fabrics, these outfits allow ease of movement and capture the uninhibited spirit of the ritual without unnecessary embellishment.



Models wearing Devo's designed Kurta, Jackets

The **Mehendi** transitions into a calmer, more relaxed aesthetic. Soft-hued kurtas paired with short jackets in sage greens, teals, and muted blues create an understated charm. Gentle layering, delicate threadwork, and subtle geometric accents offer personality without overpowering the moment, perfectly suited for long conversations and unhurried celebrations.

When the tempo rises at the **Sangeet**, Devo responds with sharp Indo-western silhouettes. Structured designs in midnight blues, charcoals, and rich jewel tones combine modern tailoring with subtle sheen, ensuring the groom stands out on a

night defined by music, movement, and celebration—without compromising on comfort.

The **wedding ceremony** itself calls for timeless elegance and emotional depth. Devo's sherwanis in ivory, gold, and classic off-white are meticulously tailored and hand-finished, allowing craftsmanship to take centre stage. Understated embellishments, paired with coordinated safas and stoles, create a look that is regal yet respectful of the ceremony's sacredness.

As celebrations culminate in the **reception**, the style evolves into refined minimalism. Bandhgalas and tailored suits in deep onyx, wine, and midnight hues offer clean lines and contemporary sophistication—an effortless closing statement for the groom's wedding story.

Ultimately, *The Modern Groom's Guide to Wedding Style* reflects a deeper insight: today's groom seeks more than individual outfits. He seeks continuity, purpose, and a wardrobe that moves seamlessly with him through joy, ritual, emotion, and elegance. With Devo, each piece is designed to enhance not just how he looks, but how he feels—across every moment, every photograph, and every lasting memory.

For more information, please visit **www.devo.co.in**.