



A TRUE BLUE INDIAN TRADITION

Raksha Bandhan is more than just one of the many Indian traditions quintessential to the land. It is a rite that gives life to the protective bond between brother and sister. The tradition has withstood the test of time and developed as society has changed. In today's day and age, the festival is practiced by Modern Traditionalists and Global Indians alike. Gaurav Raheja, the Chief Product Officer of True Blue has curated a list of interesting fashion gifts to give your brother, who vows to protect you on this auspicious occasion. Remember, your brother must outdo your gift, so make yours, perfect!

THE INDIAN CONNECTION

Nothing adds brings the spirit of the festival like an elegant Indian motif. In the spirit of Rakhi, gift your brother a printed shirt with an Indian touch

LOVING LINEN

There are some colors that scream Indian and these colors, coincidentally look immensely sophisticated on a simple linen shirt. Pick out rare colors like plum, rust and turquoise blue for your loving shield

ONE FOR THE SHUTTERBUGS

Stay true to your roots whilst making an impactful style statement with modish bandis and dapper blazers. Weigh in the linen styles or even the woven, textured designs for some sartorial sizzle

MORE THAN JUST JEANS

And for those siblings who need a fashion upgrade, look at a suave pair of pleated crop fit trousers. Pro tip - these would elevate a look with a printed/linen shirt

GAURAV RAHEJA

CHIEF PRODUCT OFFICER