

# MAVIINCI

*Bespoke Menswear, Tailored to Your Story*

## Every Layer of the Ethnic Wardrobe, Cut to Measure

Blue Pearl Industries brings you MAVIINCI — a made-to-measure menswear studio building the full ethnic wardrobe piece by piece: the kurta, the layered jacket, the sadri, and the pajama beneath it. This deck walks through each piece, how it's tailored, and where to start designing.

ABOUT THE BRAND



## Designer Kurta for Men

A designer kurta earns the name through construction, not embellishment — a clean mandarin collar, a button placket that sits flat, and a hem that falls the same length on both sides. Built in breathable cotton or a soft silk blend, it's cut to the wearer's shoulder and chest measurements rather than a generic size chart.

Colour and fabric are chosen first, then the fit is finalised around them, so the finished piece works equally well for a family function or a quieter day out.

Design your kurta — [Designer Kurta for Men](#)





## Nehru Jacket for Men

Layered over a plain kurta, a Nehru jacket turns a simple base into an occasion-ready outfit in one move. The mandarin collar and structured button front carry the formality, which means the jacket itself can afford a bolder colour or a jacquard print without overwhelming the outfit underneath.

Fit through the shoulders and armhole matters more here than in any other layer — tailored correctly, it sits close without pulling when the arms move.

Build your Nehru jacket — [Nehru Jacket for Men](#)

## Sadri for Men

The sadri is the more relaxed cousin of the Nehru jacket — shorter, often asymmetric at the hem, and suited to festive daywear rather than strictly formal occasions. Hand-embroidered florals along one panel, like the piece shown here, give it a finished look without needing a full sherwani underneath.

Worn open or buttoned, over a kurta or a plain shirt, it adapts the same base wardrobe to several different levels of formality.

Customise your sadri — [Sadri for Men](#)





## Pajama

The pajama is easy to overlook, but a poor one undoes an otherwise well-fitted kurta — too wide at the ankle and it looks unfinished; too narrow and it restricts movement through a full day of functions. A straight-cut pajama, tailored to the wearer's waist and length, sits cleanly at the shoe without bunching.

Matched a tone lighter or darker than the kurta, it completes the outfit rather than simply filling it out.

**Tailor your pajama — [Pajama](#)**

# MAVIINC

## BLUE PEARL INDUSTRIES

*Let's Build Your Wardrobe*



[connect@bluepearlindustries.com](mailto:connect@bluepearlindustries.com)



[\(+91\) 8871081395](tel:+918871081395)



[www.maviinci.in](http://www.maviinci.in)



Shanti Nagar, Bhilai-3, Bhilai, Chhattisgarh 490021, India

