



Tezhomayaa

Where art meets fashion.
Where creativity becomes wearable luxury.

BRAND PRESENTATION



THE BRAND

TEZHHOMAYAA AT A GLANCE

An art-led bridge-to-luxury fashion house. Every print begins as an original artwork by the founder, and every garment is designed, cut and finished in-house, so what reaches the customer exists nowhere else.

10

Retail locations across India, with an expanding physical footprint.

5

Countries where the brand is available today, including the UAE and Bahrain.

100%

Designed and manufactured in-house, from fabric development to final stitch.

20+

Signature artworks translated into prints across womenswear and menswear.

3

Core lines: Artwear, Conscious and Activewear, plus Limited Editions and Bespoke.

S-XXL

Inclusive size run across the full collection, for women and men.





THE FOUNDER

FROM CENTRE COURT TO CANVAS

Before fashion, there was tennis. By the age of eleven, Kavit Mehta was chasing a professional career across more than fifty countries and living in four. Constant motion shaped his eye, exposing him to a collision of global art, textiles and silhouettes.

In 2017 a career-ending knee injury in Doha took away the only life he knew. What followed was forty days of intense meditation, during which he began to see vivid, high-definition patterns and symbols. Trusting those visions, he taught himself graphic design to give them form.

A brief conversation with his father gave him the courage to say it out loud. Years of refinement followed, distilling a bold, globally layered aesthetic into a clear brand identity. Growth meant becoming more intentional, not smaller.

“I want to do fashion.”

KAVIT BIMAL MEHTA · FOUNDER, TEZHHOMAYAA

Every collection carries the discipline of a professional athlete, the echo of global airports, and the courage of starting from nothing.

ART IS NOT MEANT TO BE CONFINED TO WALLS

Tezhhomayaa exists at the intersection of artistic expression and wearable luxury.

Each artwork is received as a transmission of energy, intense and unfiltered, then translated into fashion that can be lived in, worn and moved in. We do not simply make clothing. We craft pieces that let the wearer embody art and express their most authentic, ambitious self.

Vision

To make elevated creativity accessible as an everyday luxury.

Mission

To integrate art into high fashion and activewear for those who live boldly and seek more than clothing.

BRAND PROMISE

To create luxury infused with high creative energy, enabling wearers to embody art and ambition unapologetically.

CREATIVITY AS PRAYER

Each design is approached as a sacred act of creation, channelling higher artistic energy into every piece.

FEARLESS AMBITION

Created for those who dare to stand out, who embrace their ambitions and wear them with pride.

LUXURY WITH SOUL

Premium materials matter, but meaning matters more. Design that resonates with the wearer's spirit.

ACCESSIBILITY OF ART

Gallery-worthy creativity brought into everyday wardrobes through fashion.

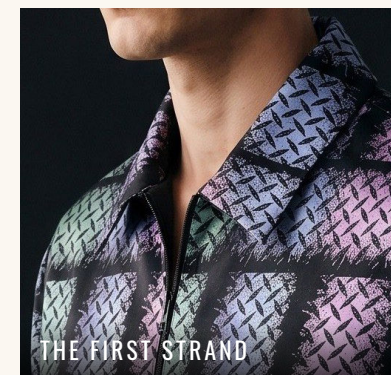
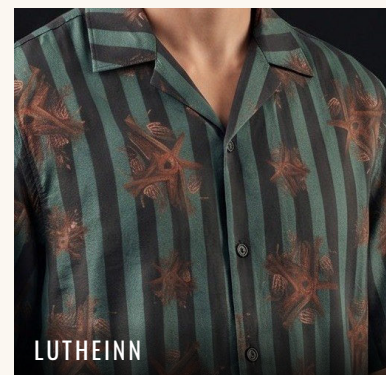
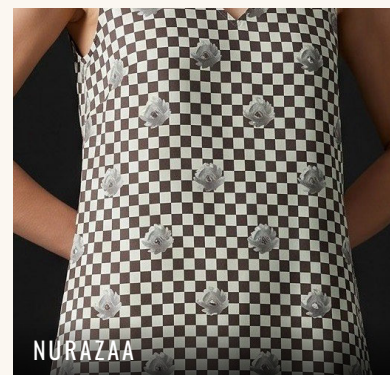
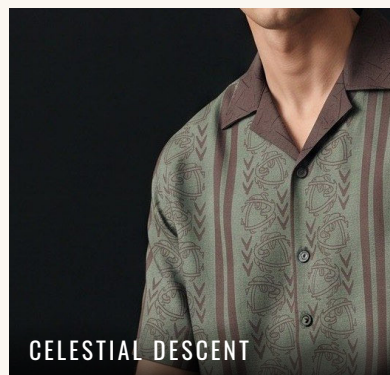
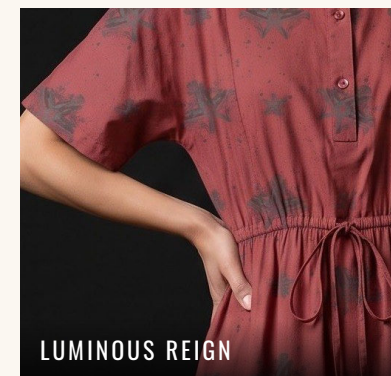
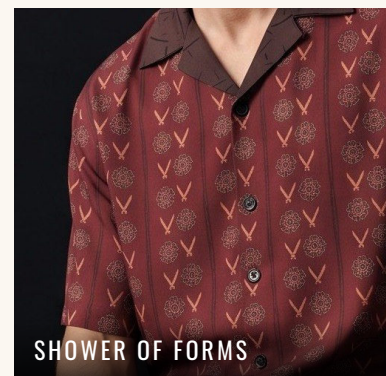
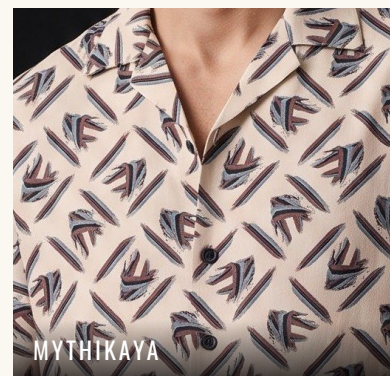
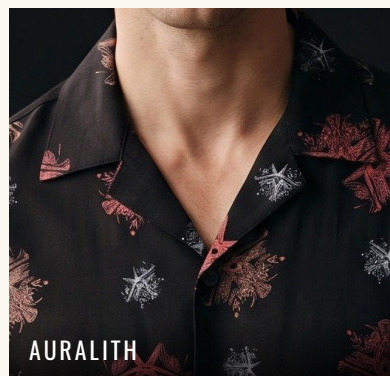
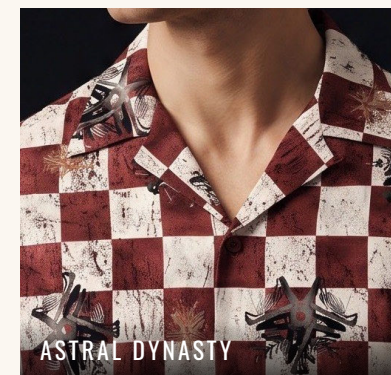
SIGNATURE ARTWORKS

EVERY PRINT IS AN ORIGINAL

Each motif is a unique artwork by Kavita Mehta: abstract, powerful and distinctly Tezhhomayaa. The artworks are the brand's DNA, giving instant recognition on the shop floor and a story behind every piece.

Prints are developed in-house and applied across silhouettes, colourways and fabrics, so a single artwork can anchor an entire capsule for women and men.

A selection of the current signature artworks is shown here. The full artwork library and line sheets are available on request.



COLLECTIONS

WOMENSWEAR

Statement silhouettes with an easy, wearable spirit: elasticated-waist and pleated dresses, cropped shirts, wide trousers, tiered and flared skirts, all carrying the signature artworks.

- ◆ Statement dresses and evening wear
- ◆ Designer bottoms and skirts
- ◆ Artistic tops, shirts and blouses
- ◆ Luxury co-ordinates
- ◆ Performance activewear

FABRICS

Cotton linen, viscose blends, satin and silk. Sizes S to XXL.





COLLECTIONS

MENSWEAR

Relaxed tailoring with artistic presence: Cuban-collar and long-sleeve shirts, hooded and satin jackets, linen leisurewear and tailored trousers, from resort ease to evening statement.

- ◆ Artistic outerwear and jackets
- ◆ Linen-based leisurewear
- ◆ Premium shirts and statement pieces
- ◆ Tailored trousers and bottoms
- ◆ Performance activewear sets

FABRICS

Cotton linen, viscose blends and satin. Sizes S to XXL.



CHAPTER 02 · THE LATEST COLLECTION

MADE FOR WARM LIGHT AND OPEN AIR

The newest chapter brings the signature artworks into breathable cotton linen and viscose, relaxed silhouettes and sun-washed colour: shirt dresses, drop-waist and sleeveless dresses, cropped tops with full skirts, and Cuban-collar shirts with easy trousers.

It is a wardrobe conceived for warm climates: light to wear, easy to layer indoors, and unmistakable from across the room. This is the collection we would open the pop-up / store with.

BEYOND THE GARMENT



ACCESSORIES & LIFESTYLE

Scarves, stoles, tote bags, duffle bags, passport covers and card holders, each carrying the signature artistic DNA. Strong gifting and entry-price drivers for a pop-up / store.



ACTIVEWEAR

Technical apparel powered by art. Performance sets where movement is infused with creativity and aesthetic excellence, for a customer who lives boldly on and off the court.



LIMITED EDITIONS & BESPOKE

Seasonal drops and collaborations that push creative boundaries, and custom artwork-to-garment experiences for select partners and discerning private clients.

CONCEIVED AND MADE ENTIRELY IN-HOUSE

Tezhomayaa operates a fully integrated creative and manufacturing process, holding complete control over every stage. That is what preserves the integrity of the design language and gives retail partners consistency in construction, finish and fit, piece after piece.



ETHICAL SOURCING

Responsible sourcing of fabrics and materials, with fair trade and environmental consciousness.

THE ANTITHESIS OF FAST FASHION

Premium product designed for longevity: meaningful pieces with lasting impact.

RESPONSIBLE PRODUCTION

Manufacturing practices that prioritise worker welfare and environmental protection.

GLOBAL, CREATIVE, AMBITIOUS

Positioned modern-premium, with clear differentiation through seamless art integration. Designed for a discerning audience seeking authentic luxury that reflects their values.

DEMOGRAPHICS

- ◆ Age 18 to 50
- ◆ Global urban professionals, creatives and lifestyle consumers
- ◆ International markets with a strong appreciation for art and fashion

PSYCHOGRAPHICS

- ◆ Creatively inclined and ambition-driven
- ◆ Style-conscious, values authenticity and expression
- ◆ Collectors of experiences rather than objects

WHY THIS LOCATION

- ◆ A premium mall concentrates exactly this customer: internationally mobile residents and visitors who discover and champion new brands.
- ◆ The brand already trades in five countries, so a new market is a step, not an experiment.
- ◆ A premium mall pop-up / store is the fastest route from online and multi-brand presence to a full brand experience in a new city.



THE PROPOSAL

A GALLERY YOU CAN WEAR

The pop-up / store is conceived as a small gallery where the original artworks hang beside the garments they became. Visitors walk from art to print to finished piece, and leave understanding why no two Tezhhomayaa collections look like anything else in the mall.

1 THE ARTWORK WALL

Originals and print studies displayed with the garments they inspired.

2 WOMENSWEAR AND MENSWEAR EDITS

Chapter 02 and the signature Artwear line, merchandised by artwork.

3 ACCESSORIES BAR

Scarves, stoles, totes and small leather goods for gifting and impulse purchase.

4 BESPOKE CORNER

Artwork-to-garment consultations by appointment, with the founder present for key dates.

5 FITTING AND STYLING

Trained brand staff offering personal styling, with S to XXL on the floor.



ACTIVATION CALENDAR

- ◆ **Launch evening** with the founder, press and invited clients.
- ◆ **Trunk-show weekends** previewing limited editions and next-chapter pieces.
- ◆ **Styling appointments** and private shopping for the mall's VIP programme.

Footprint. Flexible; the concept scales to the space offered. Fit-out, visual merchandising and in-store branding are delivered by the brand to the mall's guidelines, drawing on our existing VM guides and POS displays.



PARTNERSHIP

WHAT WE BRING TO THE PARTNERSHIP

A new-to-market, art-led brand that gives the mall a story to tell, an experience to host, and a tenant that treats the space as a stage.

FOR THE MALL

- ◆ A first dedicated Tezhhomayaa space in the city: genuine exclusivity for the period.
- ◆ Editorial campaign assets, lookbooks and fashion films ready for the mall's channels.
- ◆ Social media collaboration, influencer seeding and content created in the space.
- ◆ A programme of events that brings new, high-intent footfall to the precinct.
- ◆ A concept that reads as gallery and boutique, elevating the surrounding tenancy mix.

OUR COMMITMENTS

- ◆ Fit-out and presentation to the mall's standards, handed back in original condition.
- ◆ A trained brand team on the floor throughout trading hours.
- ◆ Consistent stock depth across sizes, supported by in-house production.
- ◆ Transparent reporting on sales, footfall and events for the period.
- ◆ A clear path from pop-up / store to a permanent store if the results support it.

WHERE THIS POP-UP / STORE FITS IN THE JOURNEY



WHY THIS POP-UP / STORE MATTERS TO US

A prestigious mall is the natural gateway to a new market. A pop-up / store lets us prove the concept with the right audience, build a client base and shape the format of our permanent regional stores. We intend to treat it as a flagship moment, not a temporary stand.



NEXT STEPS

LET'S BRING WEARABLE ART TO YOUR CITY

We would welcome the opportunity to present the collection in person and agree a format that works for the mall.

1

SAMPLE SHOWCASE

A trunk-show presentation of Chapter 02 and the Artwear line for the selection committee.

2

AGREE THE FORMAT

Footprint, period, fit-out approach and the activation calendar.

3

LAUNCH

Opening evening with the founder, followed by the full events programme.

Product line sheets with SKUs, sizes and fabrics, plus lookbooks and video content, are available for partnership discussions.

Tezhhomayaa

KAVIT MEHTA

Founder

kavit@tezhhomayaa.com

+973 3362 3955

HITARTH MEHTA

office@tezhhomayaa.com

+973 3619 8383 | +91 635 933 0066

ONLINE

www.tezhhomayaa.com

info@tezhhomayaa.com

Instagram @tezhhomayaa

ENTITIES

Vespera Commercial Brokers & General Trading FZC, Ajman, UAE.

Glitz up Fashion House W.L.L, Manama, Bahrain.

Victory Roll Fashion Private Limited, Vadodara, India.