

PURPLE REIGN

It's regal, it's vibrant, it's mood-enhancing, and right now, especially for men, it's top of the colour pops
by Veenu Singh

WINTER WARMTH

V-neck purple sweater from Blackberrys (Rs 1,195) teamed with black trousers. You could also wear grey trousers or blue denims with the sweater. The purple muffler is from Marks and Spencer (Rs 495)



COOL CASUALS

Purple striped T-shirt from Marks and Spencer (Rs 1,895) worn with black jeans. Blue jeans are always a good match



CORPORATE EXECUTIVE Hitesh Kumar is used to his wife Nisha buying him shirts of many colours - there are more reds, pinks and yellows in his wardrobe than those of most men. But he was taken aback when Nisha presented him with a shirt in lilac.

"Lilac and purple seemed to be the newest shades on the market," Nisha says. "I liked the colours, so I bought him a lilac shirt."

Though Hitesh is a bit resistant to it, Nisha is correct. Says Sanjeev Mohanty, managing director, Bonetton India, "Purple has caught the fancy of Indian men this season. It signifies luxury, elegance and celebration. The colour is a mood changer, very vibrant and positive."

It's been top of the colour pops in most ranges of men's wear since Diesel.

Casuals, formals, woolens - you find it in everything. About time too, says fashion stylist Harmeet Bajaj. "Finally Indian men are getting comfortable with colour," she says. "Thanks to a more global exposure in terms of trends and style, they have started using colours like lilac, purple and even pinks in casual and formal wear."

Purple has always been popular with women. But Indian men have tended to

Touch of class

Afraid of wearing purple? Add just a hint of it in your accessories

Cufflinks: The colour would be just a glint, so it would be discreet, yet make an impact.

Ties: A lilac tie would go very well with a grey or black suit.

Mufflers: Since mufflers are informal anyway, one in a deepish shade of purple would give you a regal look.

Socks: Purple socks may be a bit too much (though if you're in a mad mood and in an informal setting, why not?) Try socks with a purple stripe.

Boxer shorts: If you are too nervous to wear it in public, then wear it beneath your clothes. It may even give your significant other some interesting ideas.

stay away from it till now. However, since most of the top brands have introduced ranges in purple this year, men have begun to realise that it is quite wearable after all. That's because the various shades of purple can range from a deep near black to a pale near white, so it can be used in almost every article of clothing as well as accessories. Here's how: