

STUDIO TRETA

Logo

About brand

Studio treta is a contemporary Indian label that blends masculine structure with feminine fluidity. The brand embraces androgyny, bold drama, and effortless everyday wear. It redefines casual wear with a striking edge — minimal yet unapologetically expressive.

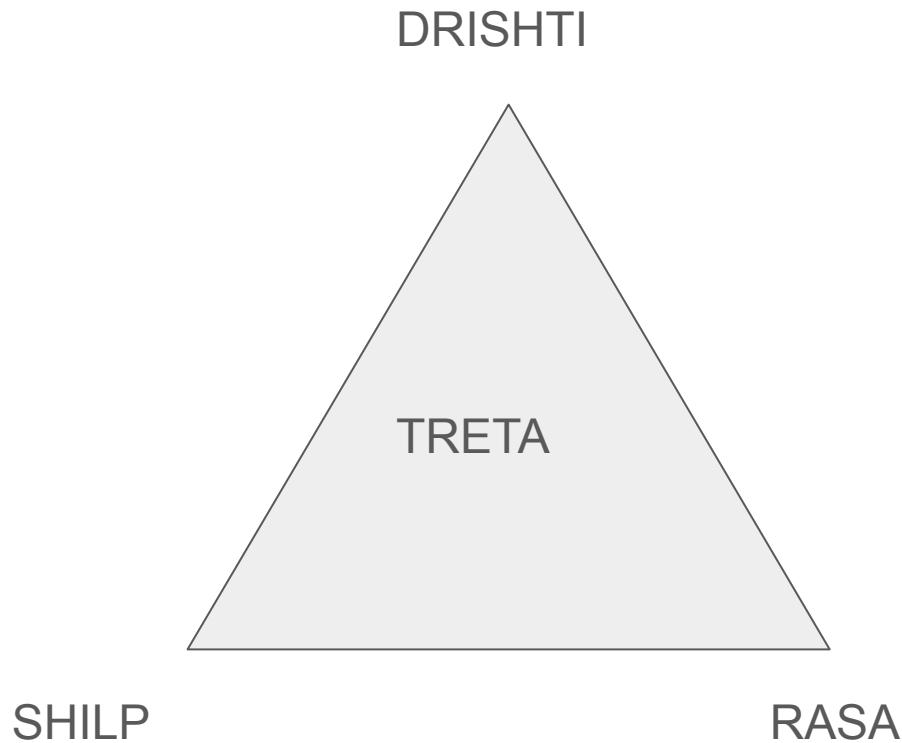
One line description

Studio TRETA is an androgynous, everyday wear label rooted in balance — where structure meets emotion through craft.

Design Philosophy

Three pillars of brand

1. Drishti
2. Shilp
3. Rasa



Drishti - our vision

At the heart of our brand lies Drishti, our way of seeing the world. It is the lens through which every silhouette, proportion, and concept is imagined. We design with intention, drawing from contrast, balance, and quiet strength. Drishti is what gives our work clarity, direction, and a distinct point of view.

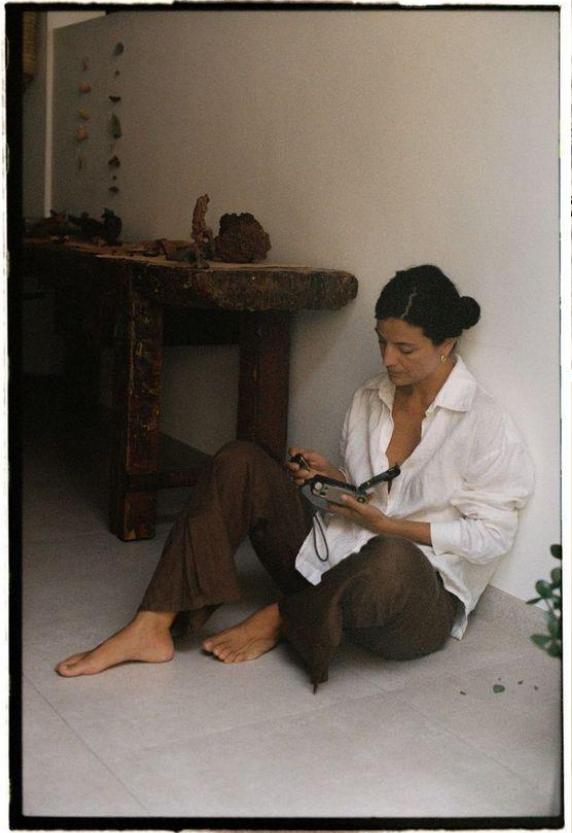
Shilp - our craftsmanship

Shilp represents our deep respect for craftsmanship. From fabric selection to final finish, every piece is shaped with precision, patience, and care. We believe true luxury lives in the details — in the cut, the construction, and the way a garment holds its form over time. Shilp is our promise of quality without compromise.

Rasa - our soul

Rasa is the emotional essence of everything we create. Our garments are designed not only to be worn, but to be felt. Each collection carries a mood, a story, and a quiet intensity that connects with the wearer on a deeper level. Rasa is what transforms clothing into experience.

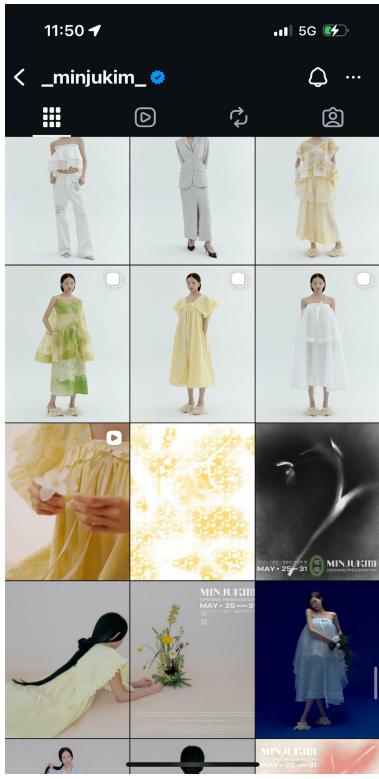
Visual representation







- Brand representation on insta and shoots ideas

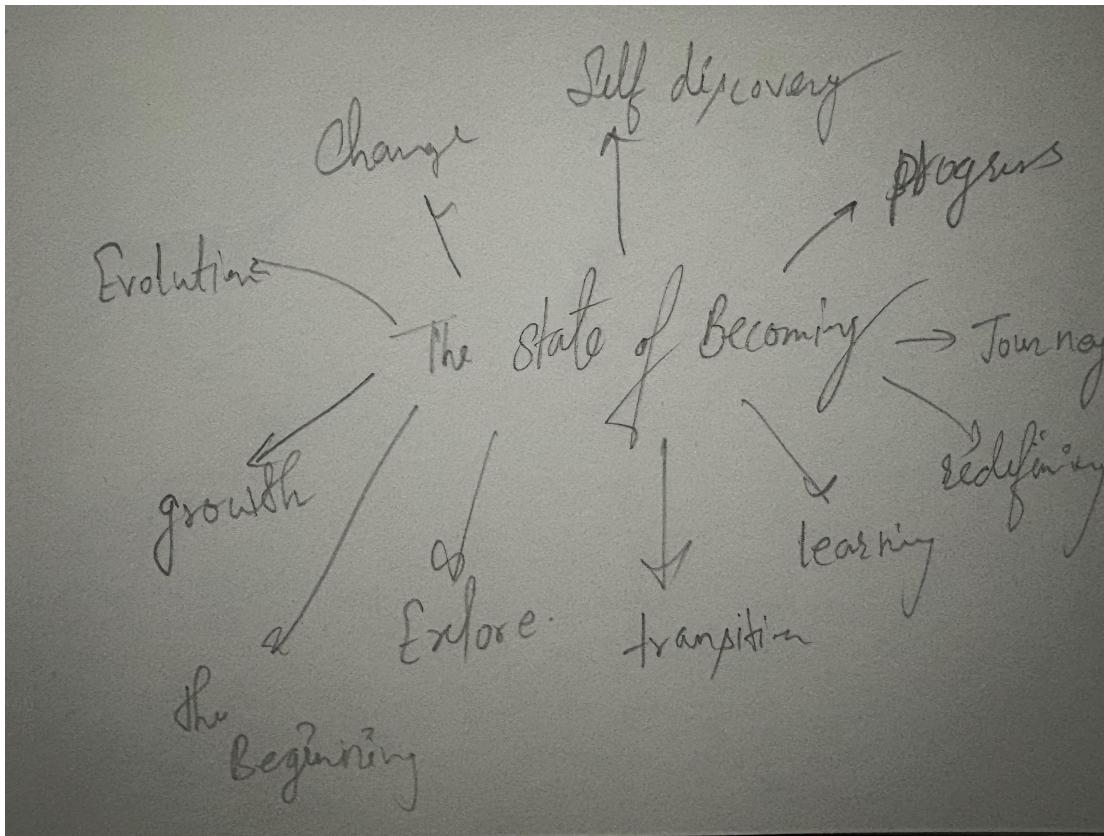


Website look

<https://rahulmishra.in/>

<https://www.cheneychan.cn/>

Spring summer 2026 - THE STATE OF BECOMING



Color palette

Solid Colors

Black

Ivory /white

Navy blue

Forest green

Strips

Black with white (thin stripes

Ivory with blue (thin stripes

Ivory and blue (thick stripes

Black and white (in btw distance stripes

