



Oversized T-Shirts for Men in India: The New Casual Revolution

Discover how relaxed fits and streetwear aesthetics are transforming Indian menswear, blending comfort with contemporary style.

Why Oversized T-Shirts Are Dominating Indian Fashion

The oversized t-shirt revolution has taken India by storm, merging exceptional comfort with street-smart style. These roomy fits are perfectly suited to India's warm climate, offering breathability and freedom of movement that traditional fits simply can't match.

Urban youth and fashion-forward millennials are leading this trend, embracing the relaxed, effortless vibes of international streetwear culture whilst making it uniquely their own.

Major online platforms like Myntra, Bewakoof, and The Souled Store have made these styles accessible nationwide, with delivery reaching even tier-2 and tier-3 cities.



Top Brands & Popular Picks

From budget-friendly options to premium quality, India's oversized t-shirt market offers something for every style preference and wallet.

Bewakoof

Price Range: ₹399 to ₹699

The go-to choice for value-conscious shoppers seeking quality. Renowned for breathable cotton blends and eye-catching bold prints, Bewakoof offers extensive sizing from XS to 2XL+, ensuring a perfect fit for diverse body types.

- Premium cotton blend fabrics
- Vibrant graphic designs
- Regular promotional offers

Nobero

Price Range: Around ₹1,422

For those seeking premium quality, Nobero delivers sophisticated solid-colour oversized tees that exude refined casual elegance. Their White XXXL is particularly celebrated for exceptional fabric quality and impeccable fit.

- Premium fabric construction
- Superior fit and drape
- Minimalist aesthetic appeal

The Souled Store

Price Range: Around ₹499

The ultimate destination for pop culture enthusiasts. With exclusive collaborations featuring Marvel, DC Comics, and beloved anime series, The Souled Store transforms your wardrobe into a canvas for self-expression.

- Official licensed merchandise
- Unique graphic prints
- Affordable pricing structure

Styling & Fabric Insights



Fabric Excellence

High-quality cotton and cotton-blend fabrics provide superior breathability and durability, perfectly engineered for India's diverse climate conditions. These materials ensure all-day comfort whilst maintaining shape wash after wash.



Contemporary Styles

Drop-shoulder cuts and boxy silhouettes define the oversized aesthetic. Round and crew necklines offer versatile styling options, creating effortlessly cool looks that transition seamlessly from day to evening.

Expert Styling Tips

01

Balance Your Proportions

Pair oversized tees with slim-fit jeans or tapered joggers to create a harmonious silhouette that's relaxed yet refined.

02

Colour Strategy

Opt for neutral tones like white, grey, and black for everyday versatility. Reserve bold prints and vibrant colours for statement-making occasions.

03

Versatile Occasions

From study sessions and coffee meetups to weekend treks, oversized tees adapt effortlessly. Moisture-wicking variants excel in active pursuits.

The Oversized T-Shirt Market Outlook in India

The future of casual menswear in India is decidedly oversized, driven by evolving consumer preferences and innovative retail strategies.

Digital Retail Boom

Online platforms and homegrown brands are fuelling unprecedented growth, making fashionable oversized tees accessible across urban and semi-urban India.

Value Pricing

Competitive pricing strategies and attractive offers like Bewakoof's "Buy 2 for ₹999" campaigns make premium style affordable for the masses.

Inclusive Sizing

Brands are expanding size ranges dramatically, catering to diverse body types and promoting body-positive fashion choices across demographics.

Oversized t-shirts have evolved from a trend into a wardrobe staple, representing comfort, style, and authentic self-expression in modern Indian menswear.

