

2024



LUXURY FASHION

**SECTOR
REPORT**

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Sector Report

Luxury Fashion Market

1. Market Growth

Global Market:

- **Total Addressable Market (TAM):** The global luxury fashion market was valued at approximately USD 245.5 billion in 2023.
[Straits Research](#)
- **Compound Annual Growth Rate (CAGR):** The market is projected to grow at a CAGR of 5.8% from 2024 to 2032.
[Straits Research](#)
- **Market Size Forecast:** By 2032, the global luxury fashion market is expected to reach around USD 410.6 billion.
[Straits Research](#)

Indian Market:

- **Total Addressable Market (TAM):** The Indian luxury market was valued at approximately USD 6 billion in 2021.
- **Compound Annual Growth Rate (CAGR):** The Indian luxury market is anticipated to grow at a CAGR of 10% during the forecast period of 2021 to 2025.
- **Market Size Forecast:** By 2025, the market is projected to reach approximately USD 8.5 billion.

2. Sector Growth

Growth Drivers:

- **E-commerce Expansion:** The proliferation of online shopping platforms has significantly boosted the luxury fashion sector in India, providing consumers with convenient access to a wide range of premium products. Platforms like Tata CLiQ Luxury have expanded their offerings to include pre-owned luxury items, catering to the growing demand for accessible luxury.
[Wikipedia](#)
- **Technological Advancements:** The integration of technologies such as augmented reality (AR) and virtual reality (VR) is enhancing customer experiences through virtual try-ons and immersive shopping environments. For instance, luxury brands are leveraging these technologies to provide personalized and engaging shopping experiences.
[Deloitte](#)
- **Sustainability Trends:** Increasing consumer awareness of environmental issues is driving demand for sustainable and ethically produced luxury fashion items. Indian designers and brands are focusing on eco-friendly materials and sustainable practices to meet this growing demand.
[Technopak](#)

Challenges:

- **Supply Chain Disruptions:** Global events have highlighted vulnerabilities in supply chains, affecting production and distribution in the luxury fashion sector. The Indian market is not

immune to these disruptions, which can impact product availability and delivery timelines.

[Market Research](#)

- **Market Fragmentation:** The luxury fashion industry in India comprises numerous brands, leading to a competitive market landscape. Both international luxury brands and homegrown labels vie for market share, intensifying competition.

[DFU Publications](#)

- **Changing Consumer Preferences:** Rapid shifts in consumer tastes require brands to be agile and responsive to stay relevant. The evolving preferences of a young, tech-savvy population necessitate continuous innovation and adaptation by luxury brands.

[Vogue Business](#)

3. Sector Unique Selling Propositions (USPs)

Key Features:

- **Sustainability and Green Practices:** The luxury fashion sector in India is increasingly adopting eco-friendly materials and processes to meet consumer demand for sustainable products. Designers are incorporating traditional craftsmanship with sustainable practices to create unique offerings.

[Technopak](#)

- **Smart Technology Integration:** The use of AR and VR for virtual try-ons is enhancing customer experience, allowing consumers to visualize products digitally before making a purchase. This technological integration is becoming a standard feature among luxury retailers in India.

[Deloitte](#)

- **Customization and Personalization:** Brands are offering personalized products and shopping experiences to cater to individual consumer preferences. This approach helps in building stronger customer relationships and loyalty.

[Market Research](#)

Key Innovations:

- **Digital Fashion and Virtual Try-Ons:** The use of AR and VR allows consumers to try on luxury items virtually, enhancing the online shopping experience. This innovation is particularly appealing to tech-savvy Indian consumers seeking convenience and engagement.

[Deloitte](#)

- **Circular Fashion Models:** The adoption of resale, rental, and refurbishment models promotes sustainability and reduces waste. Platforms like Tata CLiQ Luxury have introduced the 'ReLoved' store, focusing on pre-owned luxury watches, aligning with the circular economy trend.

[Wikipedia](#)

- **Direct-to-Consumer (DTC) Channels:** Luxury brands are increasingly selling directly to consumers online, bypassing traditional retail channels. This strategy allows brands to have better control over customer experience and data.

[Market Research](#)

4. Major Players

Global Leaders:

- **LVMH:** A luxury goods conglomerate with a portfolio of high-end fashion brands, LVMH has a presence in the Indian market, catering to the growing demand for luxury products.

[Statista](#)

- **Kering:** A global luxury group managing renowned fashion houses, Kering has been exploring opportunities in India, recognizing the market's potential.
[Simon-Kucher & Partners](#)
- **Hermès:** A high-end fashion brand known for its quality and exclusivity, Hermès has established a presence in India, appealing to affluent consumers seeking luxury goods.
[ESSEC Knowledge](#)

Indian Leaders:

- **Aditya Birla Fashion and Retail Ltd.:** A major player in the Indian fashion industry with brands like Pantaloons and Van Heusen, catering to a wide consumer base.
[Market Research](#)
- **Reliance Retail:** Operates a wide range of fashion and lifestyle stores across India, including partnerships with international luxury brands.
[Market Research](#)
- **Fabindia:** Known for its ethnic wear and handcrafted products, promoting Indian artisans and sustainable fashion.
[Market Research](#)

Emerging Startups:

- **Nykaa Fashion:** An online platform offering a curated collection of fashion and lifestyle products, including luxury brands, catering to the evolving preferences of Indian consumers.
[Market Research](#)
- **Myntra:** A leading e-commerce platform specializing in fashion and lifestyle products, Myntra has been expanding its luxury segment to meet growing demand.
[Market Research](#)
- **Bewakoof:** An online apparel brand targeting the youth segment with trendy designs, focusing on affordability and style.
[Market Research](#)

5. Technological Advancements

Current Technologies:

- **Artificial Intelligence (AI) Integration:**
AI enhances demand forecasting, inventory management, and personalized shopping experiences for Indian luxury consumers. Brands like Tata CLiQ Luxury and Myntra use AI-powered recommendation engines to tailor product suggestions.
([deloitte.com](https://www.deloitte.com))
- **Internet of Things (IoT) Deployment:**
IoT-enabled smart inventory management systems are helping Indian luxury retailers streamline operations and improve stock efficiency.
([businessinsider.in](https://www.businessinsider.in))
- **Blockchain Implementation:**
Blockchain technology ensures transparency and authenticity in the supply chain, which is crucial for luxury goods. Indian startups and brands are exploring blockchain to counter counterfeiting.
([mint.com](https://www.mint.com))

Emerging Technologies:

- **Virtual and Augmented Reality (VR/AR):**
Indian luxury brands and e-commerce platforms are adopting AR/VR to offer virtual try-ons, immersive showrooms, and enhanced digital experiences.
(economic times)
- **3D Printing:**
Emerging in the Indian luxury market, 3D printing enables on-demand customization of accessories and footwear, catering to a growing demand for bespoke products.
(yourstory.com)
- **Sustainable Fabric Innovations:**
Development of eco-friendly materials, such as bio-fabrics and recycled textiles, is gaining traction among Indian luxury brands focused on sustainability.
(indianexpress.com)



Research report

Kavadea

Company report Farak

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:** Founded in March 2021 in Jaipur, India.
- **Founder Background:**
 1. **Rishabh Kumar:** Founder and Creative Director of Farak, established in 2021. Education: High School Diploma, Business/Commerce, General, JSS Private school, Dubai/Bachelor of Business Administration - BBA, Amity University Rajasthan, Jaipur
 2. Rajat

Brand Statement(Tagline): Not specified

Brand (USP):

1. **Reviving Traditional Indian Crafts:** Hand weaving, embroidery, dyeing, and block printing by skilled artisans.
2. **Cultural Fusion:** Blending South Asian heritage with modern streetwear.
3. **Sustainability and Empowerment:** Eco-friendly practices and support for artisan communities.

Product Landscape:(SKU analysis)

Category	Average Selling Price (₹)	Fabric	Print/Design Features	GSM
T-shirts	3349.50 rs	100% Cotton French Terry	Block printed	260

Shirts	4800 rs	100% Organic Cotton 100% Khadi Cotton	Digital Print Handwoven & Handspun Hand embroidery Handblock printed	
Corsets	3600 rs	100% Khadi Cotton 100% organic cotton French Terry	Handspun & handwoven Kantha embroidery details Hand Block Printed	
Pants	7000 rs	100% Khadi Cotton Slub 100% Organic cotton	Handwoven & Handspun Hand Block Printed Hand Painted Digital Print	
Jackets	14500 rs	100% Organic Cotton 100% Khadi Cotton	Handwoven and Handspun Hand Painted Block Printed	
Hoodies	8000 rs	100% Organic Cotton French Terry	Block-Printed Hand Painted	380,400

Sweatshirts	5000 rs	100% Organic CottonFrench Terry 100% Acrylic Wool	Block-Printed Wooden blocks hand-printed	380
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Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2021-22	-	-	<p>Launch of 'Farak' Collection: In March 2021, Farak introduced its maiden collection featuring sweatshirts and joggers made from 100% desi cotton. This collection aimed to raise awareness about the struggles of farmers and garment workers, with each garment narrating their stories. Platform Magazine</p> <p>Collaboration with Rias Jaipur: In March 2021, Rias Jaipur launched a new line of 100% locally produced cotton sweatshirts and joggers named 'Farak' with prints designed to raise awareness on issues including farmers' and garment workers' struggles. Fashion Network</p>
2022-23	-	20.2 lakh	<p>Introduction of 'Karamkaar' Collection: In September 2023, Farak unveiled the 'Karamkaar' collection, paying homage to local craftsmen and artisans. This handcrafted collection includes jackets, shirts, and T-shirts, each narrating stories inspired by various artists and craftsmen. Indulge Express</p>
2023-24	-	-	<p>Farak x Budweiser Collaboration: Farak collaborated with Budweiser to create a limited-edition collection that merges handcrafted fashion with the iconic brewing heritage of Budweiser. This exclusive collection emphasizes themes of growth and evolution, transforming these concepts into wearable art that celebrates individuality and progress.</p>

			Farak
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Gen Z
	25-40		Millenials
	40-55		Gen X (Generation X)
	65+		-
Gender	Male		60%
	Female		40%
	Others		-
Geography	Tier I		Delhi, Mumbai, pune, Bengaluru
	Tier II		Jaipur
	Tier III		-
	Tier IV		-
Most selling regions			Delhi, Mumbai, and Bengaluru
D2C	Direct Sales		official website
	Celebrity & brand Collaborations		<p>Zakir Khan: The renowned comedian has been associated with Farak, showcasing their designs.</p> <p>Manjot Singh: The actor has been seen wearing Farak's apparel, highlighting the brand's appeal among entertainers.</p> <p>Chacha Choudhary partnership</p> <p>Royal Enfield Partnership: Farak collaborated with Royal Enfield to create a</p>

			<p>collection that blends traditional Indian craftsmanship with contemporary streetwear aesthetics. This partnership resulted in unique pieces that resonate with both brands' identities.</p> <p>Karamkaar Collection: Farak launched the "Karamkaar" collection to honor and acknowledge the craftsmanship of local artisans. This initiative aimed to spotlight the artisans' skills and integrate their work into modern fashion, thereby bridging traditional crafts with contemporary design.</p> <p>Budweiser collection: The collection includes items such as the Farak x Budweiser Flannel Set, crafted from 100% Khadi Cotton, handwoven, and block-printed, showcasing the meticulous craftsmanship that Farak is known for.</p>
	Aggregators		-
	Retail outlets		<p>Superkicks: A prominent sneaker and streetwear store in India, Superkicks features a curated collection of Farak's apparel, including t-shirts, hoodies, and jackets. Superkicks</p> <p>Crepdog Crew: An online platform specializing in streetwear and sneakers, Crepdog Crew offers a range of</p>

			<p>Farak's products, emphasizing the brand's focus on reviving Indian craftsmanship.</p> <p>Crepdog Crew</p> <p>Rias Jaipur: Farak's collaboration with Rias Jaipur showcases a selection of their handcrafted garments, reflecting a shared commitment to traditional Indian textile techniques.</p> <p>Rias Jaipur</p>
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Funding Trajectory:

Bootstrap

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
166	37.4k	322	-	36	Home Collections Categories Collaborations About Contact	-

Company report Almost Gods

Company Summary

Founder History & Company Overview:

A. **Incorporation Date & Location:** Founded in 2018 in New Delhi, India.

B. **Founder Background:**

Dhruv Khurana: Founder BadgePack Designs, ex-CEO Spice Route, ICCCE. Tufts University BA 2017

Achievements:

Featured in Forbes' 30 Under 30 Asia, Class of 2023.

[Forbes](#)

Recognized among GQ's "Most Influential Young Indians 2023."

[International Finance Portal](#)

Brand Statement (Tagline):Not specified

Brand (USP):

- Exploration of Power: Delving into the abstract concept of power through history and mythology.
[Almost Gods](#)
- Cultural Fusion: Blending global historical references with Indian design principles.
[Homegrown](#)
- Contemporary Design: Creating fashion that speaks to a global audience while drawing from Indian sensibilities of craft and opulence.
[Almost Gods](#)

Product Landscape:(Sku analysis)

Category	Average Selling Price (₹)	Fabric	Print/Design Features	GSM
T-shirts	5000 rs	92% Cotton Jersey 8% Lycra Cotton Lycra	Graphic prints	280,250
Shirts	9500 rs	Cotton Linen Cotton Twill Cotton Poplin Modal Cotton	Graphic print	270,120
Tops	5000 rs	Rib-knit cotton with 5% Lycra 100% satin Cotton Jersey Polyamide	Embroidary	Not specified
Hoodies	8500 rs	Jacquard 100% Cotton Terry Poly Cotton Fleece Cotton Fleece	Embroidered designs	350,330,300
Sweatshirts	8000 rs	Poly Cotton Fleece	Screen print	330

Jackets	18500 rs	Base: 92% Cotton Jersey, 8% Lycra Shell: 100% Cotton Cotton Twill Dutch Satin Cotton Canvas	Embroidered	300
Pants	13000 rs	Base: 100% Cotton Twill Shell: 100% Cotton 100% cotton linen	Tailored fits and Embroidered	300
Shorts	8000 rs	100% cotton twill	embroidered	Not specified
Accessories	4500 rs	Jacquard Cotton Twill Poly Cotton knit 100% Leather	Custom designs	Not specified

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2018-19	Company Establishment: Almost Gods was launched in 2018, introducing its unique blend of streetwear that intertwines fashion with history, mythology, and global cultural markers.	-	Brand Inception and Initial Collections: Founded in 2018, Almost Gods began by releasing limited drops featuring graphic prints and fashion-forward yet wearable silhouettes, quickly earning a cult following. Culted

	Homegrown		
2019-20		1.7L	<p>Exploration of Power Dynamics: During this period, the brand focused on themes of power, history, and mythology, integrating these concepts into their designs to create compelling narratives.</p> <p>DareClan</p>
2020-21	<p>Celebrity Endorsement: Almost Gods garnered international attention when American musician Machine Gun Kelly was spotted wearing their designs.</p> <p>Culted</p>	11L	<p>'Fruit Shop at the End of the World' Collection: This collection delved into the contrasts between human perception, religion, and technology, using a multicolored palette to explore the complexities of modern reality.</p> <p>DareClan</p> <p>'Palaeolithic Emotions, Medieval Institutions, Godlike Technology' Collection: Inspired by a quote from biologist E.O. Wilson, this collection examined the interplay between primal emotions, traditional institutions, and advanced technology, reflecting on modern life's intricacies.</p> <p>DareClan</p>
2021-22	<p>First Flagship Store: In early 2022, Almost Gods opened its debut flagship store in New Delhi. The 400 sq ft space was inspired by the Nabatean architecture of Petra, Jordan, featuring a stone-carved interior with a giant griffin emerging from the walls.</p> <p>Homegrown</p> <p>UK Expansion Plans: Following the success of their Delhi store, the brand announced plans to open a store in London, targeting areas like Soho and</p>	29.9L	<p>'Fruit Shop at the End of the World' Collection: This collection delved into the contrasts between human perception, religion, and technology, using a multicolored palette to explore the complexities of modern reality.</p> <p>DareClan</p> <p>'Palaeolithic Emotions, Medieval Institutions, Godlike Technology' Collection: Inspired by a quote from biologist E.O. Wilson, this collection examined the interplay between primal emotions, traditional institutions, and advanced technology, reflecting on modern life's</p>

	<p>Mayfair. They aimed to secure a lease within the year.</p> <p>Fashion Network</p>		<p>intricacies.</p> <p>DareClan</p>
2022-23	<p>Industry Recognition: Almost Gods was featured among India's trailblazing streetwear designers, highlighting its impact on self-expression and brand ethos.</p> <p>Almost Gods</p> <p>Gurugram Store Opening: Almost Gods expanded its retail footprint by opening a store in Gurugram at 32nd Avenue, A-Block, Sector 15 Part 2. The store operates daily from 12 PM to 8 PM.</p> <p>Almost Gods</p>	196.4L	<p>Temporal Projects Initiative: In December 2022, the brand embarked on an ambitious project called 'Temporal Projects,' aiming to explore the concept of time and its influence on fashion and culture.</p> <p>Almost Gods</p> <p>Recognition in Forbes 30 Under 30 Asia List: In January 2023, Almost Gods was featured in Forbes' 30 Under 30 Asia list, highlighting their impact on the fashion industry.</p> <p>Almost Gods</p>
2023-24	<p>Collaborations: The brand collaborated with G-SHOCK, marking a significant partnership in India's fashion scene.</p> <p>In Fashion Business</p> <p>Dhan Mill Store Launch: In October 2023, the brand inaugurated a new flagship store in Dhan Mill, Delhi. The design drew inspiration from brutalist architecture and ancient forms, featuring a majestic 3D mythological lion at the entrance, symbolizing the brand's fusion of mythology and contemporary design.</p> <p>Homegrown</p>	440.3L	<p>Collection Launch: Almost Gods released new collections merging streetwear with myth, identity, and cultural expression, reinforcing its unique position in the fashion industry.</p> <p>Homegrown</p> <p>G-SHOCK Collaboration: In December 2023, Almost Gods partnered with G-SHOCK to launch a limited-edition timepiece, marking G-SHOCK's inaugural product collaboration in India.</p> <p>InFashion Business</p>

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Gen-Z
	25-40		
	40-55		
	65+		
Gender	Male		60%
	Female		40%
	Others		-
Geography	Tier I		Delhi,Mumbai
	Tier II		Gurugram
	Tier III		
	Tier IV		
Most selling regions			India(Delhi,Mumbai,Guru gram)
B2B			This historic partnership marks G-SHOCK's inaugural product collaboration in India, culminating in the launch of the Almost Gods X G-SHOCK timepiece, GA-2100AG24-1A1. This exclusive drop is limited to just 250 timepieces, making it truly a collector's item. https://www.theweek.in/wire-updates/business/2024/12/12/dcm17-g-shock.html
	Partnerships		
	Sales		-
	Call center support		-
B2C	Online platforms		-
	Self-service sales		-
	Franchise and subscription		-
D2C	Direct sales		<ol style="list-style-type: none"> 1. Own Website 2. 3 flagship stores:Dhan Mill,

			<p>New Delhi</p> <p>3. Gurugram, Haryana</p> <p>4. Mumbai, Maharashtra</p>
	Aggregators		<p>Capsul: Almost Gods collaborates with Capsul, India's first multi-brand streetwear store, to offer its products. Capsul curates exclusive streetwear brands, providing a platform for Almost Gods to reach a broader audience.</p> <p>Capsul</p>
			<p>Machine Gun Kelly: The American musician and actor has been seen wearing Almost Gods apparel, reflecting the brand's international reach and appeal.</p> <p>Culted</p> <p>Diljit Dosanjh: The renowned Indian singer and actor has been spotted in Almost Gods ensembles, showcasing the brand's resonance within the Indian entertainment industry.</p> <p>Lifestyle Asia</p> <p>Anuv Jain: The Indian singer-songwriter has also donned Almost Gods attire, further highlighting the brand's connection with contemporary artists.</p> <p>Lifestyle Asia</p> <p>Seedhe Maut: Members of the Indian hip-hop duo have been seen wearing Almost Gods clothing, indicating the brand's influence within the Indian music scene.</p> <p>Lifestyle Asia</p>
	Celebrity & brand Collaborations		
	Retail outlets		-

D2G	Government collaborations		-
	Partnerships		-
	Strategic alliances		-
HYBRID	Combination approaches (B2B, B2C, D2C)		-
	Online platforms		-
	Franchise and subscription		-

Funding Trajectory:

Bootstrap

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
30k	89.9k	3k	-	267	MEN WOMEN OBJECTS EXPLORE	-

Company report Rarerabbit(The house of Rare)

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:**2015 Banglore,Karnataka
- **Founder Background: Manish Poddar**, the founder and creative director of Rare Rabbit, hails from a family with deep roots in the textile industry.Institute of Hotel Management, Bangalore BSc 2021
- [Akshika Poddar](#):Co-Founder,Founder Rareism, Radhamani Textiles. Shahid Bhagatsingh College of Killari BA

Brand Statement(Tagline):Not specified

Brand (USP):

- European-Inspired Minimalist Designs:** Rare Rabbit offers apparel that blends European fashion sensibilities with Indian tastes, providing minimalist and logo-free designs that appeal to the modern Indian consumer seeking premium and stylish clothing.
[AJuniorVC](#)
- Omnichannel Presence with Curated Retail Experience:** The brand has expanded its presence across multiple Indian cities, offering a curated selection of products in its stores, including eyewear, accessories, and art pieces, enhancing the overall shopping experience for customers.
[AJuniorVC](#)
- Innovative Cost Management and Customer Experience:** Rare Rabbit employs lean inventory management and thoughtfully designed retail spaces to optimize costs while enhancing customer experience. Their stores feature curated elements like fragrances from Spain and playlists from New York, creating a unique shopping ambiance.
[D2CX](#)

Product Landscape:(Sku analysis)

Category	Average Selling Price (₹)	Fabric	Print/Design Features	GSM
T-shirts	3000 rs	100% Cotton Single Jersey 95% cotton 5% Lycra Fabric	Various Prints	180,240,230
Shirts	4000 rs	Cotton, Cotton-Viscose Blends 70% Cotton 23% Polyester 7% Lycra Blend	Solid, Printed	150
Jeans	5000 rs	Denim	Stitched	N/A
Jackets	8000 rs	Leather, Denim, Synthetic, Polyester	Various Designs	240
Hoodies	4500 rs	100% Cotton	Solid, Printed	300

Sweatshirts	2600 rs	Cotton Fabric	Graphic Print	350
Accessories	2000 rs	Various Materials	Various Designs	N/A

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2015-16	Rare Rabbit commenced operations with its first flagship store in Bangalore, introducing a minimalist design philosophy inspired by European styles tailored to Indian tastes.	103.4Cr	<p>Shirts: Crafted from premium fabrics like long-staple Giza cotton and Irish linen, these shirts featured unique collars such as Wyane, Soho, Bow, and Balle, some with removable collar bones for added versatility. Man's World</p> <p>Trousers: Designed for both comfort and style, these trousers were made from stretch cotton fabric, providing flexibility. They included distinctive details like a laundry sign label on the inside, a measuring tape replica on the zip fly, and leather-jeans style branding on the outside. Man's World</p> <p>T-Shirts: Available in round-neck styles, these t-shirts were made from two-ply mercerized cotton, offering a lightweight feel suitable for summer comfort. Man's World</p> <p>Accessories: Rare Rabbit's accessory line was notably comprehensive, featuring belts, watches, bags, ties, shoes, and innovative items like ceramic pocket squares, bow-ties, boutonnieres, and mini-bowtie pins. A standout offering was the "Jewel Box," containing metal collar bones, cufflinks, lapel brooches, metal bookmarks, and</p>

			multi-purpose rabbit pins in three colors. Man's World
2016-17	New Stores: Within two years of inception, Rare Rabbit expanded its presence to cities including Chennai, Bhopal, and Amritsar, establishing a foothold in both metro and non-metro areas.	74.8Cr	-
2017-18	Omnichannel Strategy: The brand launched its e-commerce platform, enhancing accessibility and reaching a broader customer base across India. AJuniorVC	84.2Cr	-
2018-19	-	87.4Cr	Launched Rare one brand for kids clothes.
2019-20	-	93.4Cr	Launched Rareism brand for women fashion
2020-21	Moreover, with the in-depth CIR and RTO reports, The House of Rare was able to determine its order returns while witnessing a 34% drop in returns https://unicommerce.com/cases/case-study-the-house-of-rare-rabbit-rareism-fashion-brand-company-india/	94.9Cr	Rareism introduced its "Irresistibly Classy" collection as part of its Autumn/Winter 2021 lineup. This collection was made available both in stores and online, catering to the evolving fashion preferences of women seeking contemporary and elegant designs. Facebook
2021-22	100th Store Milestone: In April 2022, Rare Rabbit celebrated the opening of its 100th store at Vega City Mall in Bengaluru, marking a significant achievement in its retail journey. India Retailing Expansion into Tier II and III Cities: The brand strategically opened stores in cities like Guntur, Meerut, Kochi, Pune, Chandigarh,	219.1Cr	Rare Innings by Rareism: In 2021, Rareism launched "Rare Innings," a collection inspired by the Indian Premier League (IPL). This unconventional take on cricket-themed fashion showcased the brand's creativity and its ability to blend sports enthusiasm with contemporary women's apparel.

	<p>and Ranchi, tapping into emerging markets with growing demand for premium menswear.</p> <p>Fashion Network</p> <p>Total Store Count: By October 2022, Rare Rabbit operated 79 stores across India, showcasing diverse and innovative store designs tailored to different markets.</p> <p>DFU Publications</p>		
2022-23	<ul style="list-style-type: none"> • FY23 net profit INR 32.2 crore • \$300 mn valuation economictimes • The brand now stands out with 220 retail points of sales and 70 exclusive stores across 120 cities with an extremely strong online presence. With this feat achieved, Rare Rabbit plans to open 30 new stores every year. • 135th Store Opening: In December 2022, Rare Rabbit inaugurated its 135th store at Mittal Mall in Ajmer, Rajasthan, reinforcing its commitment to providing luxury experiences nationwide. In Fashion Business • Largest Store in Jaipur: In October 2023, the brand opened its largest store in Jaipur, 	381Cr	<p>Product Launches: The House of Rare unveiled plans to introduce new product lines, including a kidswear line named 'Rare Ones' and a menswear sneakers collection called 'Rare'Z'. These additions aimed to diversify their product offerings and cater to a wider demographic. In Fashion Business</p> <p>Spring Summer 2022 Collection by Rare Rabbit: Rare Rabbit unveiled its Spring Summer 2022 collection, featuring a range of men's apparel designed for the warmer seasons. This collection emphasized modern designs, lightweight fabrics, and vibrant colors, catering to fashion-forward men seeking contemporary styles. The House of Rare</p> <p>Specially Made Collection by Rareism: Rareism introduced the "Specially Made" collection, offering a curated selection of women's apparel with unique designs and high-quality fabrics. This collection aimed to provide versatile pieces suitable for various occasions, reflecting the brand's commitment to catering to diverse fashion needs. Rareism</p>

	<p>further solidifying its presence in key markets.</p> <p>In Fashion Business</p>		
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2023-24

- **Retail Presence:** Over 180 exclusive brand outlets across metropolitan and Tier II/III cities, contributing to a diversified revenue stream. [D2CX](#)
- **Online Sales Contribution:** 30% of total sales, indicating a robust e-commerce platform. [D2CX](#)
- **Rare Rabbit** posts 69% jump in FY24 revenue to Rs 637 crore. [Economic times](#)
- 69% revenue growth from INR 376 Cr in FY23 to INR 637 Cr in FY24
- 131% surge in net profit from INR 32.2 Cr in FY23 to INR 74.5 Cr in FY24
- INR 2400 Cr valuation in FY24

641.9Cr

Manufacturing 70% of its garments in-house, Rare Rabbit maintains control over quality and costs. This operational model ensures premium fabric, superior cuts, and a faster turnaround on trends, all while saving 15-20% on outsourcing costs. <https://d2cx.co/newsletter/how-rare-rabbit-is-hopping-toward-the-inr-3000-cr-valuation-mark/>

Unified Platform: Launched a unified website and app, integrating Rare Rabbit, Rareism, and upcoming lines like Rare Ones (kidswear) and Rare'z (footwear), providing a seamless shopping experience across all brands.

[In Fashion Business](#)

OVER
ENHANCING INCLUSIVITY

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Genz and kids
	25-40		Millenials
	40-55		
Gender	Male		63.64%
	Female		36.36%
	Others		-
Geography	Tier I		<p>Delhi: Multiple outlets, including Connaught Place, Kamla Nagar, and Saket. Rare Rabbit</p> <p>Mumbai: Stores in locations such as Lower Parel, Bandra West, and Goregaon. Rare Rabbit</p> <p>Bengaluru: Several outlets across key commercial areas. Hyderabad: Stores in Banjara Hills, Tirumalagiri, and other prominent localities. Rare Rabbit</p> <p>Chennai: Outlets in major shopping districts.</p>
	Tier II		Dehradun Ranchi Guwahati Bathinda Karimnagar Alappuzha Pune Ahmedabad Kochi Jaipur Lucknow
	Tier III		Bhopal Amritsar Coimbatore
	Tier IV		-
	Global		
Most selling regions			Mumbai, Delhi, Jaipur, Hyderabad, etc.
B2B	Partnerships		1. Unicommerce

		2. GreenHonchos	
	Sales		-
	Call center support		-
B2C	Online platforms		Amazon, Flipkart, Myntra, Ajo
	Self-service sales		-
	Franchise and subscription		Yes
D2C	Direct sales		Own Website And flagship store-Bangaluru
	Aggregators		
	Celebrity Collaboration		Amitabh Bachan Hritik roshan Vidyut jammwal Sonu sood Ritesh deshmkh Hardik pandya Karan kundra etc
	Retail outlets		180 retail outlets
D2G	Government collaborations		-
	Partnerships		-
	Strategic alliances		-
HYBRID	Combination approaches (B2B, B2C, D2C)		Yes
	Online platforms		Yes
	Franchise and subscription		Yes

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	Investors & Facilitators
1	Jun 29, 2024	Series A	\$18.0 M	-	Institutional: A91 Partners, NK Squared, Gruhas, Ravi Modi Family Trust Angel: Nikhil Kamath

2	Mar 31, 2009	Seed	\$536.7K	561.4K	Institutional: Nirmala Garments Angel: Nirmala Devi Poddar, Murali Lal Agarwala, Mukesh Kumar Poddar
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Digital Media Presence:

Facebook	Instagram	LinkedIn	X	Youtube	Website tabs	App downloads
128k	422k	18k	-	34.9k	NEW ARRIVALS COMING SOON WINTER WEAR SHIRTS T-SHIRTS POLO POLO LOGO CO-ORDS ETHNIC WEAR BLAZERS & SUITS JACKETS SWEATER SWEATSHIRTS BOTTOM WEAR CARGOS TROUSERS JEANS SHORTS TRACK PANTS ACCESSORIES ALL BELTS SOCKS WALLETS POCKET SQUARE CAP SALE END OF SEASON SALE FIRST TIME ON DISCOUNT	House of Rare-1million+

Company report Jay walking

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:** Mumbai 2019
- **Founder Background:** [Jay Jajal](#): Founder and Creative Director at Jaywalking, James Cook University Singapore 2018

Brand Statement(Tagline): Not the Final Logo

Brand (USP):

- **Deconstructed and Experimental Designs:** Jaywalking's aesthetic is characterized by deconstruction and experimentation, reflecting the founder's memories and attitude. This approach results in distinctive, avant-garde pieces that challenge conventional fashion norms.

[Jaywalking](#)

- **Handcrafted Artistry and Original Prints:** The brand emphasizes the human touch in its creations, with founder Jay Jajal developing original prints based on his own illustrations. These designs are applied to garments such as hoodies, tees, and trousers, often featuring hand embroidery and meticulous craftsmanship.

[Jaywalking](#)

- **Gender-Fluid and Inclusive Fashion:** Jaywalking offers gender-fluid apparel, catering to both men's and women's ready-to-wear and custom-made clothing. This inclusivity reflects the brand's commitment to breaking traditional gender boundaries in fashion.

[Jaywalking](#)

Product Landscape:(Sku analysis)

Category	Average Selling Price (₹)	Fabric	Print/Design Features	GSM
T-shirts	4500 rs	100% cotton	LOOPERKNIT FABRIC Hand-painted, Digital Prints	210,240
Hoodies	12500 rs	100% cotton	GRAPHIC PRINT	Not specified

Jackets	22500 rs	100% cotton	SCREENPRINTED	Not specified
Pants	5000 rs	100% cotton	Modern tailoring	Not specified
Shorts	3500 rs	Various	Digital Prints	Not specified
Accessories	6,969	Various	Custom designs	Not specified

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2019-20	<p>Established in 2019, Jaywalking quickly gained attention within India's fashion scene, attracting a growing customer base interested in unique, gender-neutral streetwear designs. Vogue</p> <p>Global Recognition: Featured on platforms like Highsnobiety, making it one of India's first streetwear brands to gain international attention. radhikamalhan.com)</p>	-	<p>Launched initial collections featuring oversized, gender-neutral apparel, emphasizing craftsmanship and innovative design. Vogue</p> <p>Collections: Introduced oversized silhouettes, unconventional fabric choices, and bold color palettes, setting the foundation for its distinctive style.</p>
2020-21		-	<p>Design Evolution: Continued to push boundaries with avant-garde designs, gaining attention from fashion enthusiasts and celebrities alike. Notably, Bollywood actor Ranveer Singh was spotted wearing Jaywalking apparel during this period.</p>

			Homegrown
2021-22	<p>Opened a new Flagship store in Mumbai's Kala Ghoda district, enhancing physical presence and customer accessibility. Design Pataki</p> <p>Design: Collaborated with Shiraz Jamali Architects and FN Design Studio for a bold, street-style-inspired space. (designpataki.com)</p>	-	-
2022-23	<p>Celebrity Endorsements: Gained attention from celebrities like Ranveer Singh, enhancing brand visibility. (jaywalking.in)</p>	\$250k/year	<p>Launched collections that blend streetwear with high fashion, incorporating bold graphics and intricate detailing. Source: Homegrown</p>
2023-24	<p>Yes, fans—of the brand and of Jajal himself; he has over 10,000 subscribers on his YouTube channel and over 116,000 followers on Instagram.</p>	-	<p>Online Traffic: By November 2024, Jaywalking's website was ranked #711 in India under Fashion and Apparel, showing increasing traffic and engagement. (similarweb.com)</p>

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Most(Gen-Z)
	25-40		Most(Millennials)
	40-55		Less presence
Gender	Male		58.39%
	Female		41.61%
	Others		-
Geography	Tier I		Banglore,Mumbai,New delhi
	Tier II		Ahmedabad
	Tier III		-

	Tier IV		-
Global			UK,US,Canada,Netherlands
Most selling regions			
B2B	Partnerships		-
	Sales		-
	Call center support		-
B2C	Online platforms		-
	Self-service sales		-
	Franchise and subscription		-
D2C	Direct sales		<ol style="list-style-type: none"> 1. Own website 2. Jaywalking Store - Dhan Mill Compound, New Delhi 3. Jaywalking Store - Kala Ghoda, Mumbai(2) 4. Ahmedabad Store
	Aggregators		-
	Celebrity Collaboration		<ol style="list-style-type: none"> 1. Ranveer Singh: Known for his eclectic fashion sense, Ranveer Singh was among the first celebrities to wear Jaywalking designs during the promotions of <i>Gully Boy</i>. Indulgexpress 2. Diljit Dosanjh: The popular singer and actor has been spotted in custom fits from Jaywalking, highlighting the brand's appeal across different entertainment sectors. Cosmopolitan 3. Liza Koshy: The American actress and YouTuber has been seen wearing Jaywalking attire, indicating the brand's international reach. Sam Tattoo India 4. Rema: The Nigerian singer and rapper has donned Jaywalking designs, showcasing the brand's global influence. Sam Tattoo India 5. Divine: The Indian rapper has been associated with Jaywalking, reflecting the brand's connection to the hip-hop community. Sam Tattoo India 6. AP Dhillon: The Indo-Canadian singer and rapper has sported

			Jaywalking clothing, emphasizing the brand's appeal among contemporary artists. Sam Tattoo India
	Retail outlets		-
D2G	Government collaborations		-
	Partnerships		-
	Strategic alliances		-
HYBRID	Combination approaches (B2B, B2C, D2C)		-
	Online platforms		-
	Franchise and subscription		-

Funding Trajectory:

Bootstrap

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
722	184k	3k	-	12.2k	SHOP ALL LTD. ED. BASIC LIMITED STOCK CAREERS Login	-

Company report Instinct first

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:**Founded in 2021 in Mumbai, India.
- **Founder Background:**
- **Dhruvin Tulsian:**Not specified

- **Vedant Tulsian:** Founder 2GoVr & Tesrio, SANTOSH FINE-FAB. Amity Global Business School 2018

Brand Statement(Tagline):Not specified

Brand (USP):

Premium Quality Materials: Instinct First emphasizes the use of high-quality fabrics, such as heavy GSM French terry, ensuring durability and comfort in their unisex streetwear collections.

[Instinct First](#)

Versatile and Stylish Designs: The brand offers a range of apparel, including oversized t-shirts, shirts, sweatshirts, and co-ord sets, designed to cater to urban lifestyles with a focus on both style and functionality.

[Instinct First](#)

Limited Edition Releases: Instinct First introduces exclusive, limited-piece collections, such as the "Inspire One-off" jacket, providing customers with unique and distinctive fashion pieces that stand out.

[Instinct First](#)

Product Landscape:(Sku analysis)

Category	Average Selling Price (₹)	Fabric	Print/Design Features	GSM
T-shirts	2,500	Cotton- 75%, Polyester- 20%, Lycra- 5% Herringbone Terry Fabric 100% Cotton	Dyed, Hand Stitched	300,240,260, 280,210
Shorts	2050 rs	100% Cotton	Not specified	260
Cargos	3000 rs	100% Twill Cotton	Reinforced stitching	Not specified
Sweatshirts	2750 rs	French Terry Fabric	puff-printed	250,280
Sweatpants	1800 rs	French Terry Fabric	puff-printed	250,280

Hoodies	3000 rs	brushed fleece French terry	Puff print	280
Shirts	2750 rs	Cotton Premium denim	Printed	Not specified
Accesories (Bags)	2500 rs	Full leather	Not specified	Not specified

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2021-22	-	36.8L	Introduced a range of premium basics focusing on oversized t-shirts, shirts, sweatshirts, co-ord sets, and bottom wear, crafted from high-quality French terry fabric.
2022-23	-	51.6L	<p>New Collections: Released the "Killer Instinct Collection," featuring designs that resonate with urban lifestyles.</p> <p>Bottom Wear: Expanded the range to include cargo pants, such as the "Combat Cargos - Seafoam," combining functionality with unique style.</p>
2023-24	-	45.7L	<p>SENSE Collection: Launched the "SENSE" collection, offering versatile apparel designed for urban lifestyles.</p>

			<p>New Arrivals: Continued to introduce new products, including the "Extreme Intuitions" t-shirts and shorts in various colors, emphasizing comfort and style.</p>
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Most(Gen-Z)
	25-40		Most(Millennials)
	40-55		Less presence
Gender	Male		60%
	Female		40%
	Others		-
Geography	Tier I		Mumbai
	Tier II		Jaipur, Lucknow, Indore, and Coimbatore.
	Tier III		-
	Tier IV		-
	Most selling regions		Mumbai
B2B			<p>Apiens Collaboration: Instinct First partnered with Apiens, a well-established NFT brand, to create a limited-edition unisex T-shirt. Each purchase includes a free NFT of the same T-shirt, merging physical fashion with digital assets. Instinct First</p> <p>The Spin Doctor Collaboration: The brand collaborated with The Spin Doctor, a physician and one of the pioneers of the Indian music scene, to launch a special edition T-shirt. This collaboration is part of Instinct First's #POP initiative, which celebrates individuals who have followed their instincts to achieve success in unique career paths. Instinct First</p>
	Partnerships		Instinct First
	Sales		-
	Call center support		-

B2C	Online platforms		-
	Self-service sales		-
	Franchise and subscription		-
D2C	Direct sales		1. Own Website 2. Flagship store:Mumbai
	Aggregators		-
	Celebrity Collaborations		-
	Retail outlets		
D2G	Government collaborations		-
	Partnerships		-
	Strategic alliances		-
HYBRID	Combination approaches (B2B, B2C, D2C)		-
	Online platforms		-
	Franchise and subscription		-

Funding Trajectory:

Bootstrap

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
558	9566	2k	-	-	Home About Us Shop Sale Contact Us Loyalty Program Login	-

Summary:

Opportunities for Kavadea Clothing Brand

Kavadea has significant potential to differentiate itself and capture market share in the competitive streetwear segment. By addressing untapped opportunities, the brand can establish a stronger presence and drive growth:

- 1. Expand into Tier-II and Tier-III Cities**

The premium streetwear market is underdeveloped in smaller cities, providing Kavadea with a chance to become a first-mover. Strategic campaigns and partnerships with local influencers can help tap into these emerging markets.
- 2. Leverage Authentic Sustainability**

Consumers increasingly demand genuine eco-friendly practices. Kavadea can position itself as a leader in sustainability by emphasizing upcycled fabrics, transparent supply chains, and collaborations with environmental organizations.
- 3. Introduce Affordable Premium Collections**

By offering a sub-line that balances affordability with premium aesthetics, Kavadea can attract a broader demographic, including younger audiences seeking value without compromising on quality.
- 4. Strengthen Regional and Cultural Connections**

Kavadea's storytelling around traditional craftsmanship offers an edge. Localized marketing campaigns that highlight artisan narratives and host cultural events or pop-ups can create a loyal and engaged customer base.
- 5. Enhance Digital Engagement**

A robust digital strategy focusing on Instagram, TikTok, and interactive website features (like virtual try-ons) will appeal to Gen-Z and Millennials. Collaborating with micro-influencers can further amplify the brand's reach and relevance.

By capitalizing on these opportunities, Kavadea can solidify its identity as a culturally rooted, sustainable, and accessible premium streetwear brand. This approach will help the brand attract a wider audience and build lasting customer loyalty.