

OWND! by ABFRL: A Bold Fashion Statement for Gen Z in India

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Aditya Birla Fashion and Retail Ltd. (ABFRL) has unveiled **OWND!**, a vibrant fashion brand crafted specifically for India's Gen Z. This strategic move underscores ABFRL's commitment to tapping into the evolving fashion preferences of young, trend-conscious consumers.

Brand Identity and Vision

OWND! is more than just a fashion label; it's a movement. Designed to resonate with the dynamic lifestyles of young Indians, the brand emphasizes self-expression and individuality. Sangeeta Tanwani, CEO of Pantaloons and OWND!, articulates the brand's mission: to empower youth to "own every moment with their unmistakable charisma." This ethos is reflected in OWND!'s bold designs and contemporary aesthetics.

Strategic Expansion Plans

To establish a strong retail presence, ABFRL plans to convert its existing StyleUp stores into OWND! outlets. Thus, the company aims to expand the brand's footprint to 100 stores by the end of the current financial year, signaling a robust entry into the value fashion category.

Product Offerings

OWND! promises a diverse range of fashion-forward apparel that aligns with the latest trends. Although specific product details are yet to be known, the brand's offerings are expected to include casual wear, streetwear-inspired pieces, and accessories that cater to the eclectic tastes of Gen Z.

Market Impact and Future Prospects

The launch of OWND! positions ABFRL at the forefront of India's youth fashion segment. Finally aligning with Gen Z's values and preferences, OWND! is set to become a significant player in the Indian fashion industry. Therefore, the brand's emphasis on inclusivity, sustainability, and affordability ensures its relevance in the competitive market landscape.

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