

FabNU by Fabindia: Where Style Meets Value

Published on 08 Oct 2025 | By IFI Correspondent



- FabNU is a brand under **Fabindia**, launched to cater to younger, value-conscious, design-aware consumers.
- It aims to combine **style, substance, and affordability**, staying true to Fabindia's legacy of quality while offering lighter, contemporary silhouettes.

Product Range & Aesthetic

- The line includes both **western wear** and **Indian wear** for men and women. There are also footwear items, jewellery (for women), and accessories.
- Materials lean toward comfortable, breathable fabrics. Designs are meant for everyday use, work, casual occasions, and even festive dressing.
- Silhouettes are versatile. Expect co-ord sets, relaxed fits, tiered dresses, shorts, strappy tops, bomber jackets, jogger pants, reversible pieces, etc.

Design Philosophy & Brand Messaging

- FabNU carries slogans like “**Celebrate You**” and “**Unapologetically You**”, emphasizing authenticity, self-expression, and individuality.
- The brand segments its initial collections into what FabNU calls **Flows**:
 1. **Indie Dreams** – breathable fabrics, simpler silhouettes, lighter tones.
 2. **Flashback** – retro, nostalgic prints, vintage references.
 3. **Conversation Starter** – bold, playful motifs and colours.
 4. **Folkadelic** – coordinated ethnic-fusion sets, plaids, textures, free-flowing silhouettes.

Pricing & Store Footprint

- Price points are positioned to be accessible. Some products start from around **₹499**.

- Brand is setting up exclusive physical stores in multiple cities, including **Pune (Chinchwad)**, **Bhiwadi (Rajasthan)**, **Morjim (Goa)**, **Davangere (Karnataka)**, **Thiruvananthapuram (Kerala)** among others.

Purpose & Target Audience

- FabNU is targeting younger customers who want stylish, modern apparel without the premium price tag. These are people who care about design, comfort, and value.
- It also seems to be Fabindia's strategy to broaden its demographic reach — from those who have been traditional buyers to a more modern, perhaps more urban or global-minded clientele.

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