

## Boonne Fashions Set to Redefine India's Premium Fashion

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Published on 17 Oct 2025 | By IFI Correspondent



A new contender is entering India's premium fashion arena. **Boonne Fashions**, backed by fashion insiders and visionaries, has announced its forthcoming launch with ambitions to reshape how Indian consumers perceive and engage with elevated style. The brand positions itself as an antidote to mass-produced trends, emphasizing individuality, intentionality, and timeless elegance.

### Founding Vision & Leadership

#### Founders with a Purpose

Boonne was co-founded by **Khushboo Singh** and **Surabhi Bhawsar**, who bring complementary strengths to the venture. The brand's "About Us" section outlines their mission: to offer design that is both bold and personal, marrying global aesthetics with local relevance.

Khushboo is the creative lead, while Surabhi steers brand strategy and narrative. Their sensibility aims to fill a "gap" in India's fashion market—one that, according to them.

At its core, Boonne aims to deliver fashion not as a transaction but as an experience. The brand claims that "each garment embodies refinement, edge, and personality," crafted for men and women who dress with intention.

Their aesthetic is as **minimal yet impactful, bold yet deeply personal, chic yet accessible**. They aspire to go beyond "trend following" and instead become trend creators.

### Market Position & Strategy

#### Target Segment

Boonne is targeting the India premium fashion segment—a space that sits above mass-market fast fashion and below ultra-luxury couture. It aims to appeal to consumers who value **style, identity, and craftsmanship**, not just price or novelty.

#### Product Range & Offerings

At launch, Boonne plans to cater to both men and women. Their offerings (as seen in their website categories) include dresses, blazers, corsets, co-ord sets, and men's shirts.

Their website already features some pieces, such as a rhinestone corset top, satin dresses, and structured suits, suggesting a taste for eveningwear and statement pieces.

### Design & Craft Approach

Boonne emphasizes craftsmanship. Their manifesto underscores that real luxury is being “seen, heard & felt—without saying a word.”

Although concrete details about manufacturing, sourcing, or artisanship are scarce in the press release, the brand’s positioning suggests they intend to differentiate via quality, fit, and design integrity.

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