

## Gen Z Switches to Indian Sneaker Brands

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Sneakers aren't merely footwear anymore; they've become a **lifestyle marker**. According to recent data, the Indian sneaker market is expected to reach 25.8 million users by 2029. Traditionally, global names like Nike, Adidas and the coveted Jordan have dominated the urban youth's shoe rotation. However, new trends show a clear pivot: Gen Z in India is gravitating toward home-grown sneaker labels that fuse local flavour with global appeal.

### Why 'Made in India' Matters Now

Firstly, these Indian brands tap into **cultural resonance**. Designs incorporate local scripts, motifs, prints and regional aesthetics, making them feel familiar yet fresh. Secondly, there's a strong emphasis on **sustainability and ethical production** — a key driver for younger consumers who expect transparency from what they wear. Moreover, the price points of these brands are often more accessible than luxury or imported global labels. As a result, young consumers feel they're making a statement — not just in fashion, but in values.

### The Five Brands to Watch

#### 1. Gully Labs

Launched in 2023 in Delhi by two engineers-turned-founders, Gully Labs offers bold, street-inspired sneakers made from thick-grain leather and durable rubber. [The Times of India](#) Their drops arrive every 60 days and include design detailing like Devanagari script, rangoli motifs and other street-culture references. The blend of Indian flavour with sneaker sub-culture makes them especially appealing to style-conscious youth.

#### 2. Thaely

Starting as a college project in 2019, Thaely transforms waste (plastic bags, bottles) into sneakers. Each pair uses about 10 recycled plastic bags and bottles. The brand's futuristic, clean aesthetic plus sustainable mission make it a fit for younger buyers who care about environment and minimal-design simultaneously.

#### 3. Banjaaran

Founded by siblings Meera and Karanveer Dureja in 2019, Banjaaran stands out for its vibrant colours and Indian craft references — think block-prints from Jaipur, Ikat or Multani tile patterns. Produced by artisans with generational skills, each pair becomes a statement piece. For Gen Zers who want to stand out and embrace Indian aesthetic identity, this brand fits the bill.

#### 4. Neeman's

Brothers Amar Preet Singh and Taran Chhabra started Neeman's in 2018 in Hyderabad. Their focus: multipurpose footwear that blends sustainability with performance. For example, they've recycled over 3.2 million plastic bottles and 50,000 kilos of tyres into footwear. They also use Australian Merino wool for lightweight, odour-resistant jogging shoes. The brand appeals to those who want comfort, function and eco-consciousness aligned.

## 5. Chnks

Launched in 2022 by Aakanksha Rathor, Chnks is minimal-in-design but heavy on attitude. Made from a 60 % suede leather and 40 % polyurethane mix, the sneakers are light and functional. With clean silhouettes and muted tones, they fit well for consumers who dislike flash but still want trend-worthy shoes.

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