

Sabyasachi Mukherjee's Journey: From Crisis to ₹500 Crore Fashion Empire

Published on 06 Nov 2025 | By IFI Correspondent



Sabyasachi Mukherjee was born in Kolkata in 1974 into a middle-class family. His father, a refugee from Bangladesh, had suffered job loss when the jute industry declined — the family's financial instability became a defining backdrop of his upbringing.

As a child he showed an introspective bent, drawn to art and design rather than conventional education. When he attended National Institute of Design in Ahmedabad, the pressures of financial insecurity and self-doubt caught up with him — he later revealed that he attempted suicide during this time. He has reflected that depression “gave me a lot of clarity”.

The Birth of His Brand & Aesthetic

In 1999, Sabyasachi Mukherjee opened his first studio in Kolkata.

His design signature emerged: blending Indian heritage textiles, rich embroidery, and traditional craftsmanship with a modern sensibility. His bridal collections, in particular, became synonymous with luxurious heritage.

Rather than chase fast-fashion mass production, Mukherjee emphasised quality, authenticity and storytelling through his garments.

Business Growth & Strategic Moves

By 2020 his company's turnover was around ₹275 crore.

In 2021, he made a key strategic move: selling a 51% stake in his brand to Aditya Birla Fashion & Retail Limited (ABFRL) for around ₹398 crore.

This partnership allowed him to leverage ABFRL's distribution and scale, while retaining creative control.

With this backing, the brand aims to reach annual turnover of ~₹500 crore and targets a valuation of US \$2 billion by 2030.

Global Expansion & Brand Impact

Sabyasachi's reach now spans beyond India. In 2023, his brand opened a flagship store in Manhattan, New York City — a clear signal of positioning as a global luxury label.

His work has been worn by major Bollywood stars and international icons alike, further validating the brand's global appeal.

For more style updates & exclusive fashion stories follow indiafashionicon.com