

## Kashmir Box Transforms into “House of Brands”

Published on 21 Nov 2025 | By IFI Correspondent



Kashmir Box, the retailer known for weaving Kashmiri crafts into modern fashion, is gearing up for its biggest transformation yet. The company has announced a strategic shift in its business model — evolving from a niche heritage brand into a global “House of Brands.” Since powered by fresh investment and foreign direct investment (FDI).

### A Bold Shift in Business Architecture

Co-founder and CEO **Moheet Mehraj** described the move as more than just geographic expansion: “Our expansion is not just about geography; it is about value creation,” he said. The transition toward a multi-label structure began as early as 2019, when Kashmir Box started building deeper brand equity across specific product categories.

### Money to Scale — Impact

With the newly secured funds and FDI, Kashmir Box plans to scale up its curated portfolio of brands. The investment will fuel a multi-pronged strategy: launching a high-end flagship store in **Delhi NCR. Therefore** establishing its first international boutique in the **UAE by June 2026. Hence**, building stronger online-offline retail partnerships — especially in India and the Middle East.

### Crafting a Legacy — and Sustaining It

At the heart of this transformation lies a commitment to its artisan community. As a “House of Brands,” Kashmir Box aims to move beyond being a mere marketplace. Instead, it sees itself as a *custodian of legacy*, building infrastructure that turns traditional Kashmiri crafts into premium global assets.

Ishfaq Mir, Co-founder and head of brand innovation, emphasized the responsibility to uplift artisans: “Our responsibility is to build the infrastructure that transforms heritage crafts from commodities into global assets ... ensuring that the economic engine serves the artisan, not the other way around.” Notably, Kashmir Box is also launching a **comprehensive ESOP (Employee Stock Ownership Plan)**, ensuring its team growth.

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