

How Kaftanize Became India's Fastest-Rising Affordable Designerwear

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In just three years, *Kaftanize* has emerged as one of India's strongest new voices in accessible designer fashion. Founded in 2022 by husband-and-wife duo **Rahul and Shilpa Agarwal**, the brand has rapidly scaled from a niche online store into a fast-growing **omnichannel fashion label**. Therefore blending comfort, culture, and style into one seamless identity.

A Vision Rooted in Accessibility

While India's fashion landscape is crowded with luxury labels and fast-fashion disruptors, Kaftanize carved out a unique space: **affordable designer Indo-Western wear**.

Inspired by Shilpa's personal struggle to find elegant yet breathable clothing that worked for daily wear. The couple identified a gap — stylish silhouettes that combined comfort with couture-like detailing. Their solution? A versatile category built around the timeless **kaftan**, elevated into premium-looking apparel without the premium price tag.

From Small Beginning to Big Demand

What began as a modest startup has turned into a **rapidly expanding brand**, recognised by industry platforms like *Hello Entrepreneurs* and *Business Standard*.

Their growth is powered by:

- **A strong online presence**, fueled by social media storytelling
- **Data-driven production**, minimising waste and maximising demand prediction
- **Customer-centric drops**, with new collections frequently sold out
- **Omnichannel expansion**, moving from online-first to retail partnerships

Today, Kaftanize is seen as one of the most promising young brands democratising designer fashion in India.

Democratizing Designer Fashion

Rahul and Shilpa's philosophy is simple yet powerful:

Designer fashion should be stylish, comfortable, and accessible — not a luxury reserved for a few.

This mission resonates strongly with India's evolving fashion consumer, especially millennial and Gen-Z women seeking sophistication without compromise. Their collections highlight:

- Lightweight fabrics suitable for India's climate
- Sophisticated cuts suited for work, travel, and events
- Indo-Western aesthetics blending tradition with modern flair

By prioritising both comfort and style, Kaftanize has tapped into a growing national demand for functional fashion with a premium feel. As India's fashion D2C industry continues to boom, Kaftanize stands out for its clarity of purpose, speed of execution, and strong brand identity.

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