



Rishaab Chauhaan Debuts Premium Label GRABORA

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Entrepreneur and actor **Rishaab Chauhaan** has officially unveiled **GRABORA**, a premium fashion brand aimed at carving a strong presence in India's rapidly growing apparel sector. The launch marks Chauhaan's strategic entry into the fashion business at a time when demand for quality-led, contemporary clothing is on the rise.

Modern Design Meets Premium Craftsmanship

GRABORA enters the market with a clear vision: to offer high-quality, modern apparel for both men and women. The brand focuses on elevated everyday essentials, contemporary silhouettes, and refined craftsmanship, catering to consumers who value both style and substance.

Timing the Growth of India's Apparel Industry

The launch aligns with a period of strong growth in India's apparel market, driven by evolving consumer preferences, increasing disposable incomes, and a growing appetite for premium and aspirational brands. Industry trends indicate that Indian consumers are increasingly seeking fashion that blends comfort, design, and quality.

A Brand Rooted in Values and Legacy

Speaking at the launch, Chauhaan said, "*GRABORA is more than just a fashion label — it is a reflection of our journey, values, and aspirations.*"

Coming from a family with deep roots in the education sector in Uttarakhand and later expanding to Mumbai, he highlighted that GRABORA carries forward his family's legacy of trust, consistency, and quality into the fashion space.

Expansion Plans and Future Vision

Looking ahead, GRABORA has outlined a phased growth strategy. The brand plans to open flagship stores in major Indian cities, collaborate with established fashion retailers, and build a strong e-commerce presence. Future plans also include expanding into accessories, launching seasonal collections, and exploring international markets.

Positioning in the Premium Fashion Landscape

With its blend of heritage-inspired values and modern design sensibilities, GRABORA aims to establish itself as a go-to name in India's premium fashion segment. The brand seeks to appeal to consumers looking for clothing that reflects confidence, individuality, and quality craftsmanship.

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