

## Inside Shubham Gupta's Bold Vision for Bonkers Corner

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Homegrown fashion brand **Bonkers Corner** is carving its niche in the competitive Indian streetwear and lifestyle segment, backed by a clear understanding of youth culture and community-driven growth. At the helm of this journey is founder **Shubham Gupta**, whose hands-on experience and passion for contemporary fashion have helped the label grow from a digital first idea into a fast-expanding retail presence.

### From Passion to Purpose

Before launching Bonkers Corner, Gupta gained valuable on-ground experience in the fashion industry, learning the ropes of design, customer engagement and brand building. That foundation became crucial when he set out to create a fashion label that speaks directly to the sensibilities of a younger, trend-savvy audience.

Gupta's insight into what resonates with Generation Z — from bold graphics and statement pieces to social media storytelling — has become central to the brand's identity. By blending relevance with accessibility, Bonkers Corner has been able to build not just customers but a community of followers who connect with the brand's voice and style.

### Expanding Footprint and Omni-Channel Approach

Since its inception, Bonkers Corner has steadily extended its presence beyond e-commerce. With multiple **exclusive brand outlets (EBOs)** across major Indian cities, the brand is building an omni-channel model that offers both offline experiences and online convenience. Recent store openings — including locations in **Vashi, Navi Mumbai** — demonstrate the label's commitment to bringing streetwear fashion closer to customers.

The brand's retail expansion aligns with its broader strategy of catering to fashion-forward consumers who value expressive and high-quality apparel. Gupta's leadership in navigating retail growth while maintaining design ethos continues to drive Bonkers Corner's momentum.

### Gen-Z Focus and Marketing Edge

Bonkers Corner's marketing approach is another pillar of its success. Rather than relying on traditional advertising, the brand embraces a **peer-like tone**, meme culture and user-generated content that resonates deeply with younger audiences. This helps it engage organically with a community that values authenticity and cultural relevance over conventional brand messaging.

By positioning itself as a relatable peer rather than a distant label, Bonkers Corner has tapped into a powerful retail truth: Gen-Z consumers not only buy products — they buy into brands that feel like part of their cultural conversation.

### Looking Ahead

Under Shubham Gupta's leadership, Bonkers Corner is poised to continue its growth trajectory — both in India and potentially beyond. With ambitions that include expanding the brand's retail footprint, deepening its connection with core audiences, and evolving its product offerings, the label embodies the potential of Indian streetwear that balances design creativity with cultural insight.

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