

Deal Jeans at 25: Sameer Patel on Building a Homegrown Fashion Powerhouse

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Celebrating 25 years in India's fast-evolving women's fashion landscape, **Deal Jeans** has emerged as one of the country's most recognisable homegrown westernwear brands. Known for its agility, trend-led approach, and deep understanding of the Indian consumer, the brand today boasts nearly **1,500 points of sale across India**.

What began as a modest, necessity-driven entrepreneurial step has grown into a nationwide fashion force. In an exclusive conversation with **Gurbir Singh Gulati**, Editor-in-Chief and Publisher of *INFashionBusiness.com*, **Sameer Patel**, Founder and Chairman of Deal Jeans, opened up about the brand's origins, its evolution, and the discipline required to stay relevant in the competitive fast-fashion space.

From Responsibility to Retail Vision

Recounting the early days, Sameer Patel shared that the launch of Deal Jeans was not driven by a grand vision but by circumstance. At just **18 years old**, he entered the business world out of responsibility towards his family.

"It wasn't about chasing an idea. It was pure necessity," Patel said, reflecting on how stepping up at a young age laid the foundation for everything that followed. He added that the larger vision for Deal Jeans evolved only after he began to understand his own capabilities and the realities of the market.

Early Years: Learning Through Action

Looking back at the formative years, Patel described his approach as instinctive and fearless. Rather than being weighed down by challenges, he viewed problems as opportunities to learn and move forward.

"I was young, full of energy, and didn't overthink things," he explained. This mindset, he believes, helped him navigate the uncertainties of building a brand in a highly competitive environment. Trial, error, and constant learning became the pillars on which Deal Jeans steadily grew.

Building a Brand for the Indian Woman

Over the years, Deal Jeans carved a niche by staying closely attuned to the preferences of Indian women—offering contemporary westernwear that balances global trends with local sensibilities. This consumer-first approach, combined with speed and adaptability, has enabled the brand to scale consistently across markets.

Today, Deal Jeans stands as a reflection of India's dynamic fashion retail ecosystem—fast-moving, value-conscious, and trend-aware.

Looking Ahead: The Next 25 Years

As Deal Jeans enters its next phase of growth, Patel's focus remains firmly on reinvention and relevance. With a strong retail presence already in place, the brand aims to continue evolving alongside changing consumer expectations while staying rooted in the values that shaped its journey.

The 25-year milestone not only celebrates Deal Jeans' past achievements but also highlights a story of grit, responsibility, and relentless adaptation—an inspiring example of how homegrown brands can thrive in India's competitive fashion industry.

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