

Aastey: Redefining Activewear with Inclusivity and Sustainability

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In a market dominated by conventional activewear brands, two visionary entrepreneurs — **Ms. Jeevika Tyagi** and **Ms. Kanupriya Mundhra** — saw an opportunity to create something truly meaningful. In **2021**, they co-founded **Aastey**, a Mumbai-based **size-inclusive and sustainable athleisure brand** that champions comfort, confidence, and conscious fashion for all women.

A Brand Born from Purpose

The idea for Aastey was sparked during the pandemic when Jeevika and Kanupriya realised how many women struggle with body image issues and feel excluded by traditional fashion norms. They also became deeply aware of the environmental impact of fast fashion. With this insight, they decided to build a brand that wouldn't just offer stylish clothing, but would also **embrace all body types and protect the planet**.

The name **Aastey** reflects a philosophy of being *present in the moment*, encouraging individuals to live fully and confidently in every phase of life. The founders committed to designing clothing that caters to a wide range of sizes — with options that go beyond standard offerings and are truly inclusive for Indian women.

Innovation, Inclusivity & Sustainability

Aastey quickly distinguished itself through a combination of **inclusive sizing** and **eco-friendly fabrics**. The brand uses sustainable materials, including **recycled polyester blends**, and places a strong emphasis on mindful manufacturing practices. This approach positioned Aastey as one of the first Indian athleisure labels built on both **body positivity and environmental responsibility**.

Their product range encompasses leggings, sports bras, co-ord sets, and other essentials — available in multiple sizes and designed to be functional, comfortable, and flattering for diverse body shapes.

Growth and Backing from Venture Capital

Aastey's focus on sustainability and inclusivity resonated with investors. In a significant early milestone, the brand raised **\$1.3 million (around ₹9 crore)** in **seed funding** from **Kalaari Capital's CXXO initiative**, a programme dedicated to supporting female founders and women-led startups. This investment helped Aastey scale its supply chain, enhance its marketing efforts, and expand its reach across India.

Building a Community and Culture

Beyond products, the founders have placed great emphasis on creating a strong **community identity** — often referred to as the **Aastey tribe** — where women feel supported, confident, and encouraged to celebrate their bodies and

lifestyles. The brand's message of mindfulness, sustainability, and self-acceptance has helped it build a loyal following of customers who value purpose-driven fashion.

Additionally, Aastey has expanded its offerings to include collections like the *Club Collection*, featuring lifestyle accessories such as yoga mats, silk eye masks, and candles, all designed to complement a thoughtful, wellness-oriented lifestyle.

Impact and Future Potential

Since its inception, Aastey has gained wide recognition as a **trailblazer in inclusive fashion** in India, addressing unmet consumer needs and reshaping the activewear market with a brand ethos rooted in inclusivity and sustainability.

While still a young company, Aastey's influence continues to grow — both as a fashion label and as a movement encouraging women to live confidently and comfortably in their own skin.

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