

D'chica Rise : Richa Kapila & Vani Chugh

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In a business landscape where fashion meets purpose, **Richa Kapila** and **Vani Chugh Kabra** have emerged as noteworthy entrepreneurs with their brand **D'chica** — a direct-to-consumer (D2C) fashion label dedicated to innerwear and puberty essentials for teen girls and young women. What began as a bold idea has grown into a brand that champions comfort, confidence, and inclusion for its audience.

A Mission Rooted in Real Needs

Founded in **2019** by sisters-in-law Richa and Vani, D'chica was launched to address a significant gap in the apparel market — innerwear designed *by women, for women* that understands the evolving needs of growing bodies. The brand's philosophy revolves around celebrating individuality, body positivity, and comfort in every piece, from bras and camisoles to period panties and athleisure staples.

The journey began after a previous venture in kidswear did not pan out as expected. Rather than being discouraged, the founders learned from this setback and pivoted toward a completely different yet underserved market — teenage and young women's innerwear — with D'chica.

Product Innovation and Community Building

D'chica's products are meticulously developed through extensive research and testing, ensuring that each garment fits like second skin while providing style and comfort. The brand's **bold colours, fun prints, and fashion-forward designs** set it apart from typical basics, reflecting a committed investment in innovation and customer feedback.

In addition to product design, Richa and Vani have built a strong community around the brand, positioning it as more than just a retailer — but as a *tribe* that empowers young girls and supports open conversations about body confidence and self-expression.

Recognition and Investment Journey

D'chica first gained widespread national attention when Richa and Vani appeared on **Shark Tank India Season 3**. On the show, they pitched the business with the goal of securing ₹80 lakh for 1% equity but ultimately sealed a deal of **₹80 lakh for 2% equity plus a royalty agreement** with investors **Namita Thapar** and **Vineeta Singh** — a testament to the brand's potential and the founders' persuasive vision.

Alongside this strategic funding milestone, the brand has achieved notable industry recognition, including awards such as the **ET Retail Lingerie Brand of the Year 2023** and the **TimeSheUnltd Award** for breaking boundaries in design and entrepreneurship.

Growth and Strategic Expansion

Since its inception, D'chica has expanded its presence across major e-commerce platforms, including **Amazon, Myntra, Ajo, Firstcry, Jabong, and Zivame** — and the brand's products are also exported to markets such as the **United States, United Kingdom, and Germany**.

Early revenue growth has been promising: after closing the financial year 2021-22 with around **₹6.6 crore**, the company projected continued growth through increased distribution and marketing initiatives backed by revenue-based financing from **Velocity**.

Impact and Future Outlook

Beyond commercial success, D'chica's founders have sparked important conversations about comfort, body confidence, and fashion inclusivity among India's youth. As both entrepreneurs continue to innovate and scale their brand, they stand out as role models for combining business acumen with meaningful social impact — proving that fashion can be both stylish and purposeful.

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