

How Voonik's Founders Built a Personalised Fashion Platform for Women

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In the rapidly evolving world of e-commerce, **Voonik** has emerged as a standout name — a personalised fashion discovery and shopping app tailored to women's unique style preferences. Behind this innovative platform are **co-founders Sujayath Ali and Navaneetha Krishnan**, whose vision and strategy have helped transform online fashion retail in India.

A Problem Solved with Personalisation

Founded in **2013** in Bengaluru, Voonik started as a mobile shopping app before expanding to a full web marketplace. The idea was rooted in a simple insight: women often struggle to find clothes that suit their **body type, lifestyle, and personal taste**. Rather than just aggregating products, Voonik aimed to act as a *personal stylist*, recommending outfits by using data-driven algorithms to match user preferences — a concept that set it apart from other e-commerce players early on.

Co-founder Sujayath Ali, who had previously worked with companies like **Visa and Amazon**, spearheaded the development of this personalised model, drawing on his experience and a keen eye for leveraging technology within fashion retail. Navaneetha Krishnan brought his own strengths in tech leadership and product innovation to build the platform's robust backend and user experience.

Early Investment and Strategic Growth

Voonik's early adoption of personalisation and mobile-first shopping caught the attention of investors and users alike. In **2015**, the startup secured **\$5 million in Series A funding** led by **Sequoia Capital and Seedfund**, providing critical capital to scale operations and enhance its recommendation technology.

At a time when India's fashion e-commerce space was highly fragmented, the founders differentiated Voonik by curating products, understanding customer behaviour, and providing tailored suggestions rather than just listing inventory. This approach helped the app gain significant traction among women shoppers seeking both convenience and style guidance.

Expanding Reach and Platforms

Over the years, Voonik continued to innovate beyond simple shopping. The company introduced features like **Voonik TV**, which allowed users and content creators to upload fashion videos directly on the platform and link products, enabling direct purchases from video content — an early example of social-commerce integration.

By constantly integrating technology and creativity, Voonik grew its catalogue to include products from thousands of sellers, offering everything from ethnic wear to western apparel, accessories, footwear, and beauty products — all while retaining its core focus on personalisation.

Profitability and Reinvention

As Voonik matured, its business model evolved. After reporting net losses in earlier years, the company made strides toward profitability, showing significant revenue increases and a leaner operational approach. At one point, Voonik merged with Bangladesh-based social commerce platform ShopUp, with founders Ali and Krishnan joining as co-founders to support growth in new markets.

Impact and Forward Vision

Today, Voonik stands as a testament to how **data-driven personalisation**, combined with a deep understanding of consumer needs, can create meaningful disruption in the fashion industry. What began as a niche styling app has grown into a comprehensive platform that continues to influence how women across India shop online — helping them discover fashion that fits not just their closet, but their identity.

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