

From Reels to Retail: Nitibha Kaul Builds AltK Beauty

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Digital creator and lifestyle influencer **Nitibha Kaul** has taken a bold step from social media to entrepreneurship with the launch of her own beauty brand, **AltK Beauty** — a reflection of her personal approach to skincare and makeup that champions everyday beauty and inclusivity.

Nitibha first rose to prominence as a lifestyle, fashion, and beauty influencer with a strong social media presence, leveraging relatability and authenticity to build a dedicated audience. Her transition into product creation emerged from a personal desire to find makeup that seamlessly fits into regular beauty routines while being kind to the skin — something she felt was missing in mainstream lines.

AltK Beauty launched with a core philosophy of **"beauty made good"** — products that combine performance, simplicity, and inclusivity without premium price tags. The range includes tinted skincare, multipurpose colour sticks, and lip glosses designed for everyday wear, emphasising both **functionality and self-expression**.

Rather than building a brand in isolation, Nitibha involved her community directly through the **ALT+Krew**, a co-creative group of beauty enthusiasts from across India who helped test and refine product formulations. This collaborative strategy reflects a growing trend of creators transforming social influence into consumer brands by leveraging real-world feedback and community engagement.

Industry observers note that Nitibha's move into beauty entrepreneurship mirrors a larger shift in the creator economy, where influencers are evolving from content creators into business leaders who build brands rooted in **authentic connection and niche audiences**. AltK Beauty now stands alongside other influencer-led ventures that aim to translate trust and engagement into long-term brand value.

For Nitibha Kaul, AltK Beauty represents not just a product line but a **personal and professional evolution** — merging her expertise in beauty trends with a business vision aimed at empowering consumers to feel confident and expressive in their own skin

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