

9 Gen Z-Focused Fashion Brands Redefining India's Market in 2025

Published on 20 Dec 2025 | By IFI Correspondent



India's fashion scene is undergoing a vibrant transformation as **Gen Z consumers** — a cohort of nearly **380 million trend-savvy shoppers** — emerge as one of the country's most influential retail segments. This generation's preference for **digital-first engagement, affordable and inclusive fashion, rapid trend cycles, and expressive designs** is reshaping how brands approach the market, from online innovation to omnichannel expansion.

Here's a look at **nine brands** that are capturing Gen Z's attention and setting new benchmarks in India's fashion industry:

1. **OWND! by ABFRL** – Launched in 2025 by Aditya Birla Fashion & Retail Ltd., OWND! is a *value-driven Gen Z brand* featuring bold designs at affordable price points, supported by digital-native engagement and influencer-led storytelling. The company plans aggressive expansion with hundreds of standalone stores.
2. **NEWME** – With its ultra-fast fashion model, NEWME drops *500+ styles weekly*, drawing inspiration from global runway and streetwear cues. The brand has grown rapidly with both e-commerce and offline presence, supported by strong revenue and funding growth.
3. **Yousta by Reliance Retail** – Designed for young, price-conscious consumers, Yousta offers trendy collections *priced entirely under ₹999*, supported by Reliance's omnichannel retail network and tech-enabled shopping experiences.
4. **Snitch** – A *digital-first menswear label* known for frequent trend drops and sharp aesthetics, Snitch has expanded to 80+ stores while venturing into quick commerce with 60-minute delivery options.
5. **Myntra FWD** – Built for digital engagement, Myntra's FWD vertical delivers *ultra-trendy, fast-selling fashion* around key price points and thrives on creator collaborations and viral trends.
6. **Burnt Toast (Tata)** – A youth-centric brand from Trent Ltd., Burnt Toast emphasizes *bold, expressive designs and Instagram-ready aesthetics*, with stores in multiple cities to reinforce its Gen Z appeal.
7. **Littlebox** – Known for minimalist yet trend-led silhouettes and quick inventory cycles, Littlebox regularly *drops new styles weekly* and has raised investment to fuel further category expansion.
8. **Bonkers Corner** – With a focus on *streetwear and gender-fluid fashion*, Bonkers Corner's bold graphics and pop culture collaborations resonate strongly with young shoppers, backed by a growing physical retail footprint.

9. **Highlander & Tokyo Talkies** – Operating under Brand Studio Lifestyle, these value-led westernwear brands apply *digital-first strategies and rapid trend drops*, expanding offline with a growing store network aimed at young buyers.

Why Gen Z Matters:

Gen Z's influence is reshaping Indian fashion with **rapid adoption of e-commerce and social commerce, demand for inclusive sizing and unisex options, and expectations for ethically mindful practices**. Brands that combine trend responsiveness with accessible pricing and strong online engagement are winning the loyalty of this dynamic generation

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.