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Sumit Jasoria and the Rise of NEWME

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In India's rapidly evolving fashion landscape, few brands have captured Gen Z's attention as decisively as **NEWME**. At the centre of this transformation is **Sumit Jasoria**, Co-Founder and CEO of NEWME, whose tech-driven, youth-first vision has propelled the brand into one of the country's most talked-about fashion startups.

Founded in **2022**, NEWME was conceived as a response to a clear gap in the Indian market: the absence of a fashion brand built *specifically* for Gen Z—fast, expressive, trend-responsive and deeply digital.

Sumit Jasoria brought with him extensive experience from the startup and e-commerce ecosystem. Prior to NEWME, he held leadership roles across high-growth digital businesses, gaining first-hand insight into **consumer behaviour, logistics and scalable technology systems**.

This background became the backbone of NEWME's strategy. Instead of following traditional seasonal fashion cycles, Jasoria envisioned a **real-time fashion model**—one that tracks global trends, social media signals and consumer demand to launch new designs at unmatched speed.

A Brand Built for Gen Z

NEWME's rise is closely tied to its sharp understanding of Gen Z preferences. The brand delivers **hundreds of new styles every week**, focusing on bold silhouettes, trend-led designs and accessible pricing. Social-media-first marketing, creator collaborations and constant product refreshes have helped NEWME resonate with young shoppers seeking instant relevance rather than legacy branding.

Unlike conventional fashion retailers, NEWME blends **technology with fashion**, using data analytics to predict trends and optimise inventory—reducing overproduction while increasing speed to market.

Rapid Offline and Online Expansion

What began as a digital-first brand quickly evolved into a strong **omnichannel presence**. NEWME has expanded into physical retail with experiential stores across key urban centres including **Bengaluru, Mumbai, Gurugram and Hyderabad**, strengthening its connection with consumers who value both online convenience and in-store discovery.

The brand has also experimented with **ultra-fast delivery models**, reflecting Gen Z's expectation for immediacy and convenience.

Funding, Growth and Market Impact

NEWME's growth trajectory has attracted significant investor interest, reinforcing confidence in its business model and long-term scalability. In a short span, the brand has emerged as a standout player in India's **fast-fashion and Gen Z retail segment**, competing with both domestic and global players.

Industry observers credit NEWME’s success to its **speed-to-trend capability**, agile supply chain and strong founder-led vision—qualities increasingly critical in today’s fashion economy.

Looking Ahead

Under Sumit Jasoria’s leadership, NEWME is positioning itself not just as a fashion brand, but as a **fashion-tech platform** that understands youth culture in real time. As India’s Gen Z population continues to shape consumption patterns, NEWME’s rise signals a broader shift toward data-driven, digitally native fashion businesses.

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