

Sejal Kumar's Rise from YouTube Fashion Vlogger to Style Entrepreneur

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Sejal Kumar, one of India's earliest and most recognisable fashion influencers, has carved out a **diverse creative career across fashion, digital media and lifestyle** — turning her relatable style content into an influential personal brand with reach across millions of young consumers.

Sejal first gained widespread attention in **2014** when she launched her **YouTube channel**, focusing on *budget-friendly fashion looks, styling tutorials and lifestyle vlogs* that resonated with young viewers seeking accessible and realistic style guidance. Her very first video, "Summer Style Turkey," was uploaded during an internship abroad, introducing audiences to a fresh voice that was both personal and inspiring.

From Vlogger to Influencer Powerhouse

Over the years, Sejal's channel grew steadily — crossing **1.4 million subscribers** and amassing **hundreds of millions of views** on YouTube alone. Her content expanded beyond fashion lookbooks to include *travel vlogs, lifestyle sketches, travel series and personal stories*, reflecting both her creativity and willingness to experiment.

Her digital visibility enabled collaborations with internationally recognised brands such as **H&M, Maybelline, Nike, Google, L'Oréal, Benefit Cosmetics and Levi's**, further cementing her influence in fashion and lifestyle marketing.

Building Fashion Ventures

In addition to her role as a content creator, Sejal took her fashion passion into entrepreneurship:

- **Clothing Line:** In **2018**, she collaborated with *StalkBuyLove* to launch her own fashion collection called *SEJALxSBL*, giving her audience direct access to curated apparel inspired by her personal style.
- **Brand Partnerships:** She has been tapped as a **brand ambassador for The Beauty Co.**, a premium Indian beauty and grooming brand, using her fashion and beauty platform to help *democratise beauty education and ingredient awareness* among young consumers.

Sejal's work has also included beauty-focused initiatives with The Beauty Co. to promote *CEM (Cleanse, Exfoliate and Moisturise)* routines and real-world skincare education through engaging digital campaigns.

Creative Expansion Beyond Fashion

Sejal's success has not been limited to fashion:

- **Acting:** She appeared in the popular web series *Engineering Girls*, showcasing her acting chops alongside her online persona.
- **Music and Advocacy:** She released original music such as “*Aisi Hun*” as part of *YouTube’s Creators for Change* initiative, using her voice to address social topics like women’s empowerment and education.
- **Thought Leadership:** Through platforms like TEDx and fashion-related events, she has shared insights into building a **creative career in the digital age**.

Accolades and Industry Recognition

Sejal's multi-faceted influence has been acknowledged through various honours:

- *Cosmopolitan India Blogger Awards* — Best Lifestyle Blogger and Fashion Account recognition.
- *Instagrammer of the Year (Fashion)* — highlighting her social media fashion imprint.
- *Forbes India 30 Under 30* (Digital Creators list) — recognising her impact on the creator economy.

These accolades illustrate her standing not just as a digital personality but as a **serious fashion and lifestyle entrepreneur with widespread cultural influence**.

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