

Three Minds, One Vision: The Founders Behind The Sock Street

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In India's rapidly evolving D2C fashion ecosystem, few brands have managed to turn a basic necessity into a bold style statement. **The Sock Street**, a homegrown sock brand, stands out not just for its products, but for the diverse expertise of the three leaders behind it — **Shobhit Gaur**, **Udit Mayor**, and **Saurabh Kumar Srivastava**.

Their journey is a compelling example of how media insight, manufacturing expertise, and operational excellence can come together to build a modern consumer brand from the ground up.

Shobhit Gaur: The Media Veteran with a Brand Builder's Instinct

At the helm of The Sock Street's brand vision is **Shobhit Gaur**, a seasoned media professional with years of experience understanding audiences, storytelling, and cultural trends. His deep understanding of consumer psychology helped identify a critical gap in the market — everyday essentials that lacked personality, narrative, and emotional connection.

Shobhit's role was pivotal in positioning socks not as invisible accessories, but as expressive fashion elements. Under his guidance, The Sock Street developed a strong visual identity, compelling brand voice, and content-led marketing approach that resonated with young, urban consumers.

Udit Mayor: From Sock Manufacturing to CEO

For **Udit Mayor**, the journey was deeply personal. Coming from a **sock manufacturing background**, he had first-hand knowledge of the product — from yarn selection and knitting techniques to durability and comfort. What he brought to the table was not just operational familiarity, but a desire to modernize a traditionally overlooked category.

As **CEO**, Udit transformed decades of manufacturing insight into a consumer-first brand strategy. He focused on quality fabrics like combed cotton and bamboo, improved fits, and versatile designs, ensuring that The Sock Street delivered premium comfort alongside style. His manufacturing roots gave the brand a strong supply-chain backbone and complete control over product quality.

Saurabh Kumar Srivastava: The Operations and Growth Architect

Completing the trio is **Saurabh Kumar Srivastava**, the brand's **Chief Business Officer**, whose strength lies in operations, logistics, and scalable growth. With a sharp understanding of systems and execution, Saurabh ensured that the brand's ambitious ideas translated smoothly into reality.

From inventory planning and vendor management to quick-commerce partnerships and omnichannel expansion, his role has been crucial in maintaining efficiency while scaling fast. His leadership enabled The Sock Street to experiment with innovative retail formats, including smart vending machines and rapid-delivery platforms.

Building a Brand That Made Socks Fashionable

Together, the founders challenged the perception of socks as a commodity. The Sock Street introduced bold colors, quirky patterns, and collections suited for casual, formal, and athletic wear — encouraging consumers to wear socks visibly and confidently.

The brand's *Made in India* philosophy further strengthened its appeal, aligning with consumers who value homegrown innovation and quality craftsmanship.

Reinvention Through Branding and Innovation

A major milestone in the company's journey was its strategic rebranding, which reflected a more urban, expressive, and emotionally driven identity. This shift marked The Sock Street's transition from a product-led startup to a lifestyle-driven D2C brand.

Strategic partnerships, quick-commerce integration, and a growing digital footprint accelerated its reach, helping the brand stay relevant in a competitive fashion market.

A Shared Vision, A Scalable Future

The success of The Sock Street lies in the balance between its founders — **Shobhit's storytelling and media insight**, **Udit's manufacturing and leadership expertise**, and **Saurabh's operational precision**. Their combined strengths created a brand that is design-forward, operationally sound, and culturally connected.

As the brand sets its sights on wider national and international expansion, The Sock Street stands as a testament to how diverse professional journeys, when aligned with a shared vision, can turn even the simplest product into a standout success story

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