

Made in India: 5 Sneaker Brands Redefining Street Style in 2026

Published on 05 Jan 2026 | By IFI Correspondent



Indian sneaker culture is taking a bold new direction in 2026, with homegrown brands challenging the long-held dominance of global giants like *Jordans* and reshaping the way young Indians think about footwear. These five Indian sneaker labels are emerging as style leaders, blending cultural identity, sustainability, and design innovation to redefine fashion on city streets across Bengaluru, Delhi, Mumbai, and beyond.

For years, premium sneakers from overseas served as status symbols among India's youth—often prized more for where they came from than how they looked or felt. However, the fashion narrative has shifted. Today's trendsetters are proudly sporting models born and made in India, reflecting growing cultural pride, creative confidence, and a desire for authenticity in style.

1. Comet

Comet, founded in 2023 by Utkarsh Gupta and Dishant Daryani in Bengaluru, has rapidly become one of India's most talked-about sneaker brands. It blends sleek, modern silhouettes with storytelling and limited-edition "drop" culture that resonates with youth. Known for lines such as **Highs, Lows, Aeons and Slides**, Comet offers premium-feeling footwear at accessible prices, opening flagship stores in Bengaluru and Delhi to bring direct experiences to customers.

2. Thaely

Thaely stands out for its **eco-friendly mission**, drawing its name from the Hindi word for *plastic bags*. Each sneaker uses specially developed **ThaelyTex** fabric, made from dozens of recycled plastic bags and bottles, combined with recycled rubber and vegan materials. The brand champions ethical production and environmental responsibility while delivering bold, Y2K-inspired designs that appeal to conscious consumers.

3. Gully Labs

Delhi-based **Gully Labs**, launched in 2023 by engineers-turned-designers Arjun Singh and Animesh Mishra, channels the energy of Indian streets into its sneaker collections. With roots in local culture and design references like **Devanagari script, rangoli motifs**, and regional narratives, Gully Labs has quickly built a strong reputation for bold, expressive sneakers that celebrate India's urban youth.

4. Neeman's

Neeman's, founded in 2016 in Hyderabad by Amar Preet and Taran Chhabra, focuses on **sustainable and versatile footwear**. While not exclusively a sneaker label, its sneaker lines use materials such as *Australian Merino wool, recycled PET bottles, organic cotton and bamboo*, offering breathable, eco-friendly options perfect for daily wear. The brand's

emphasis on comfort and sustainable production has made it a favorite among environmentally aware consumers.

5. Banjaaran Studio

Banjaaran Studio brings a **handcrafted, artisanal dimension** to the sneaker movement. With design inspirations rooted in India's artistic heritage, this brand infuses traditional motifs, leather craftsmanship and symbolic patterns into its sneaker range. Each pair is designed to be more than footwear—a *wearable story* blending culture and contemporary fashion.

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