INDIA FASHION ICON MAGAZINE

Littlebox India’s Founders Redefine Fast Fashion for Gen Z

Published on 06 Jan 2026 | By IFI Correspondent

Littlebox India, a fast-fashion direct-to-consumer (D2C) brand targeting Gen Z consumers, has rapidly emerged as one of India’s most talked-about fashion startups. Co-founders **Rimjim Deka** and **Partha Kakati**, a husband-and-wife team from **Guwahati, Assam**, launched the brand in **June 2022** with a clear vision: to make trend-driven, affordable fashion accessible and responsive to real-time consumer demand.

From Local Roots to National Spotlight

Littlebox’s journey began in Guwahati, where the founders built the business from the ground up, focusing on a **real-time retail model** that contrasts sharply with conventional seasonal fashion cycles. Rather than holding inventory for months, Littlebox uses a proprietary demand-forecasting algorithm and a rapid stock cycle — often launching **around 100 new styles each week** — to keep its collections fresh and aligned with what young shoppers want.

This agile approach allows the brand to minimize dead stock, reduce waste, and maintain competitive pricing — all while catering to **Gen Z fashion sensibilities** that prize novelty and speed.

Behind the Brand: Rimjim and Partha’s Roles

Rimjim Deka, who serves as **Co-founder and CEO**, brings creative direction and deep understanding of fashion trends and consumer behaviour to the brand. Prior to Littlebox, she had built experience in the D2C fashion space for over a decade, having founded her first fashion startup in 2012.

Partha Kakati, **Co-founder and COO**, manages the operational backbone of the business — technology, logistics, and supply chain systems that enable Littlebox’s fast fashion engine to operate smoothly. Their collaboration blends *creative design instincts* with *tech-driven execution*.

Shark Tank Breakthrough and Funding Growth

Littlebox gained national attention after its appearance on **Shark Tank India Season 3**, where the founders secured an **all-Shark deal** — a rare achievement on the business reality show. The deal saw backing from all five Sharks for an investment of around **?75 lakh for a 2.5 % equity stake** at a valuation of approximately ?30 crore.

In **mid-2025**, the brand successfully raised **?17.5 crore (about USD 2.1 million)** in its *maiden funding round*, co-led by **Huddle Ventures** and **Prath Ventures**, marking a significant milestone in its growth trajectory. The funding is earmarked for expanding category offerings, enhancing technology and logistics, and scaling marketing efforts to cement Littlebox’s position in India’s fast-fashion landscape.

Rapid Expansion and Operational Footprint

While headquartered in *Guwahati*, Littlebox operates a sizeable **40,000-sq-ft facility in Noida**, which supports its manufacturing and warehousing needs. This infrastructure allows the brand to respond quickly to trend shifts and maintain a **25-day stock cycle**, significantly faster than traditional fashion models.

A Gen Z Fashion Phenomenon

Littlebox has built a substantial following among India's youth, with trend-led collections that feature streetwear, everyday apparel, and accessories. The brand's emphasis on **fresh drops, data-driven design, and inclusive style choices** has helped it resonate with young consumers nationwide.

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