

# How Arpit Agarwal Is Redefining Fashion Entrepreneurship in India

Published on 08 Jan 2026 | By IFI Correspondent



Arpit Agarwal, the founder of **IMAGE Fashion Forever**, is making waves in India's fashion retail industry by reshaping the way premium global brands reach emerging markets through a people-centric approach to business growth.

From a modest beginning in **2009**, Arpit has transformed his startup into a **\$27?million fashion enterprise** by championing authentic relationships over transactional deals and expanding retail access beyond traditional metropolitan centres.

## A Vision Rooted in Relationships and Accessibility

Arpit's leadership philosophy centres on the belief that **"success is not measured by how far you travel, but by how many people grow with you,"** reflecting his emphasis on trust and collective growth as key drivers of sustainable business.

Recognising the untapped potential in India's **Tier?II and Tier?III cities**, Arpit has focused on opening multi-brand fashion outlets and forging strong alliances with more than 15 international brands. His mission has been to democratise access to premium fashion, bringing global labels closer to consumers outside the traditional urban hubs.

## From Distribution to Retail and Beyond

IMAGE Fashion Forever's journey began with distribution partnerships and has since grown into a comprehensive retail ecosystem featuring curated collections tailored for aspirational customers across India. Arpit's strategy blends global fashion appeal with local market dynamics, enabling smaller cities to experience high-quality retail environments comparable to major metros.

Under his leadership, the brand has not only expanded its footprint but also built a network of trusted relationships with retailers and consumers alike, earning industry accolades and positioning the company for continued growth.

## A Blueprint for Emerging Entrepreneurs

Arpit's story — from humble beginnings to building a multimillion-dollar fashion business — offers a compelling blueprint for aspiring entrepreneurs. His emphasis on integrity, perseverance, and relationship-driven strategy highlights how modern fashion ventures can scale sustainably while uplifting communities and partners across India's dynamic consumer landscape

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