

From Jaipur to New York: How Rizvol Is Redefining Quiet Luxury

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Rizvol, a luxury apparel brand founded in 2024 and co-headquartered in New York and Mumbai, is on a mission to fill a gap in the global fashion landscape by creating **understated, high-quality luxury wear from India**. Offering meticulously crafted shirts, trousers, jackets, and more, the brand has already achieved **₹10 lakh in sales within just 30 days of launch**, reflecting early customer demand for its refined pieces made with premium Italian fabrics.

A Vision Born from Cultural Insight

Founder **Abhishek Shah**, originally from Gujarat and educated in engineering, computer science, and business (including Columbia University), shifted from a successful career in tech consulting to fashion after immersing himself in European style sensibilities. Inspired especially by his time in Milan — where fashion is defined by subtlety and timelessness — he saw an opportunity to bring **quiet, intentional luxury** to the world from India.

Abhishek co-founded Rizvol in 2024 alongside his wife **Rosa Keizer**, both driven by the belief that Indian fashion lacked a globally recognized luxury label that resonated with everyday refined style rather than occasion-only couture.

Craftsmanship Rooted in Quality and Detail

Rizvol's design ethos emphasizes **slow luxury** — prioritizing thoughtful design, impeccable craftsmanship, and the finest natural fabrics. Key elements of the brand include:

- **Premium Italian Linen & Cashmere:** All fabrics are sourced from Italy — known globally for its superior textile quality — ensuring a luxurious feel and durability.
- **Meticulous Production:** Each garment undergoes multiple quality checks, with Japanese mother-of-pearl buttons and artisanal tailoring in Jaipur, where pieces are produced in small batches to maintain attention to detail.
- **Slow, Intentional Approach:** Tailors spend between one and one-and-a-half days crafting a single shirt, reflecting the brand's ethos of craft over quantity.

This slow fashion philosophy resonates with a growing segment of luxury consumers — both in India and abroad — who seek wardrobe staples that combine comfort, timelessness, and understated elegance.

Rapid Early Growth & Market Reception

Despite being a new entrant, Rizvol experienced impressive early traction. Within the first 30 days after its official launch in June 2025 — across India and the United States — it clocked **₹10 lakh in sales**, with an average order value of

around ₹40,000.

The brand's team includes seasoned professionals with international fashion, design, and marketing expertise, and its pieces have drawn attention both on social media and through partnerships. Notable early associations include styling work with Indian celebrities and bespoke designs worn at high-profile events abroad.

Strategic Partnerships and Future Expansion

To strengthen its retail presence, Rizvol entered into an exclusive launch partnership with **AJIO Luxe**, positioning itself within India's emerging luxury retail ecosystem. It has also introduced seasonal collections — including winter pieces built around refined cashmere and silk linings with intricate detailing.

Looking ahead, the founders plan to expand the brand's offerings further, with a **women's line scheduled for summer 2026**, focusing on bolder, innovative designs rooted in the same principles of slow luxury.

A New Chapter for Indian Luxury Fashion

While India has long been known for its rich heritage fashion and couture houses, true global luxury ready-to-wear labels remain few. Rizvol seeks to chart a new path by marrying **international quality standards with Indian creative perspective**, positioning India as a source of globally relevant luxury fashion.

As founder Abhishek Shah puts it, the goal is **“to make designs that stay with people — slow, detailed, and luxurious,”** a philosophy that could redefine how luxury fashion is created and appreciated from India on the world stage.

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