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Urban Monkey’s Journey from Underground Label to Youth Fashion Favorite

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What began as a passion project in the burgeoning skate and underground hip?hop culture has evolved into one of India’s most talked?about **streetwear and lifestyle brands**. **Urban Monkey**, founded by **Yash Gangwal** in 2013, has grown from a niche label for skateboarders and urban artists to a mainstream fashion name embraced by India’s youth.

A Founder’s Vision: Street Culture Meets Fashion

Raised abroad and deeply influenced by skateboarding and hip?hop culture, Yash Gangwal returned to India with a clear mission: to build a **homegrown brand that authentically represents the country’s underground culture** through fashion. Dissatisfied with the lack of authentic Indian streetwear, he launched Urban Monkey with a focus on **caps, accessories and apparel** that spoke directly to **skateboarders, performers, and creative youth** seeking comfort, style and identity in their clothing.

The brand’s early days were humble — starting from a small office in Mumbai with no employees and limited funds, relying heavily on community support and word?of?mouth.

Community, Culture and Product Evolution

Urban Monkey’s initial offerings centered on **headwear inspired by skateboarding and hip?hop aesthetics**. Over time, the product range expanded into a broad streetwear portfolio including **caps, t?shirts, hoodies, sunglasses, backpacks, jeans and more**, all designed with an edgy, expressive ethos that resonates with young consumers.

The brand’s commitment to community building — particularly support for **underground artists, skaters and rappers** — helped it carve out a loyal following. Collaborations and partnerships with popular Indian personalities such as **Rannvijay Singha, Raftaar and Bhuvan Bam** further elevated Urban Monkey’s visibility and appeal among Gen Z and millennials.

Visibility Boost and Strategic Growth

Urban Monkey’s moment in the national spotlight came with its appearance on **Shark Tank India**, where founder Yash pitched the brand’s vision and growth strategy to investors. While a deal ultimately wasn’t struck, the exposure amplified the brand’s recognition and spurred interest across the fashion community.

Industry observers note that such visibility, paired with smart digital marketing strategies, played a key role in accelerating Web traffic, social engagement and sales — with marketing efforts like Instagram campaigns and influencer collaborations helping to build both **brand awareness and cultural relevance**.

Mainstream Breakthrough and Retail Expansion

Urban Monkey’s streetwear aesthetic has translated into commercial success. The brand now sells tens of thousands of products annually and has a strong presence among India’s youth fashion market. It has also expanded its reach through **digital marketplaces** and strategic retail partnerships. One notable milestone was joining **Myntra’s Rising Stars programme**, which significantly broadened Urban Monkey’s access to fashion?forward consumers across India with an expanded product range on the platform.

This kind of mainstream presence has helped Urban Monkey scale beyond its niche roots and position itself as one of India’s go?to brands for **urban, youthful and culturally attuned fashion**.

Rooted in Culture, Focused on the Future

Unlike traditional fashion houses, Urban Monkey has always been **about community and culture first** — championing not just products but a lifestyle that reflects youthful self?expression and creativity. Rooted in skateboarding and hip?hop, the brand continues to expand its offerings while staying true to its core identity, appealing to dancers, athletes, and creative individuals across the country.

Looking ahead, the brand aims to further grow its product categories, strengthen offline presence, and continue supporting emerging artists and subcultures, making Urban Monkey not just a clothing label, but a **movement shaping India’s streetwear landscape**

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