

## How Sisters Built India's Loungewear Powerhouse NeceSera

Published on 17 Jan 2026 | By IFI Correspondent



What began as a simple idea about comfort has blossomed into a celebrated fashion brand with international visibility. **NeceSera**, co-founded in 2017 by sisters **Riddhi Jain** and **Sudiksha Jain**, has redefined loungewear in India by blending *comfort, style and sustainability* — and today stands as a testament to thoughtful fashion entrepreneurship from the subcontinent.

### From Garage Concept to Fashion Identity

Riddhi and Sudiksha launched NeceSera after identifying a glaring gap in the Indian apparel market: although loungewear is a wardrobe staple, few brands offered *truly comfortable, high-quality and stylish pieces* for everyday life. Riddhi, who brought insights from her business studies and family garment background, teamed up with her younger sister Sudiksha to turn this insight into action in 2017.

The name *NeceSera* — inspired by “necessary” — reflects the founders’ mission to create *essential, wear-everywhere clothing* that prioritises luxurious comfort without compromising on design.

### Crafting Comfort With Conscious Innovation

From the outset, NeceSera’s DNA has been woven from *fabric innovation and sustainability*. The brand’s collections are known for their buttery-soft textiles and performance qualities, with fabrics such as *Lushknit, Bamboo Terry* and *LuxFlo*, engineered for breathability, durability and ease. These are not just comfortable; they’re crafted to meet real life needs — from lounging at home to casual days out.

Part of NeceSera’s success comes from its commitment to *sustainable practices*: sourcing responsibly grown cotton, using certified eco-friendly dyes, recycling up to 75% of production water and investing in newer technologies to reduce environmental impact.

The brand’s in-house manufacturing setup has also allowed it to maintain quality control and invest in fabric research — setting it apart from many fast-fashion competitors that prioritise volume over substance.

### Meeting a Market — and Creating One

Rather than chasing seasonal trends, NeceSera took a *slow-fashion* approach: designing pieces that feel timeless and versatile. This strategy resonated strongly with a growing base of customers looking for wardrobe staples that are *functional, stylish and sustainable*.

The pandemic proved an unlikely accelerant for the brand. As work-from-home lifestyles took hold, demand for high-quality loungewear surged — and NeceSera’s focus on comfort, fit and fabric saw its sales *double*, while the brand built a loyal community of repeat customers.

## Global Recognition and Industry Accolades

NeceSera's influence has now reached beyond India's borders. In 2024, the brand made a highly anticipated debut at **Milan Fashion Week**, presenting its *Arrivato* collection to global audiences and signalling the ambitious vision of its founders to put Indian loungewear on the world stage.

This milestone was backed by credible industry validation: NeceSera was featured in **Forbes Asia's "30 Under 30 – Retail & E-commerce" list**, highlighting its role as an emerging player in the fashion and lifestyle ecosystem.

## Beyond Comfort: A Cultural Movement

NeceSera isn't just about clothing — it represents a *new fashion philosophy*. In an era when people spend more time at home or in hybrid settings, the brand's emphasis on comfort without aesthetic compromise appeals to modern consumers who want versatility and meaning from their wardrobes.

From sleepwear and home essentials to travel-ready co-ords and transitional pieces, NeceSera's range reflects today's preference for clothing that *works everywhere and feels personal*.

For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.