

Freakins: India's Homegrown Denim Success Story

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What began as a niche idea to make denim fun, expressive and affordable has today become one of India's fastest-growing fashion labels. **Freakins**, the Mumbai-based brand co-founded by **Shaan Shah and Puneet Sehgal**, has rewritten the rules of youth fashion by turning everyday jeans into statement wear and building a cult following among Gen-Z shoppers.

From Concept to Culture

When Shah and Sehgal launched Freakins, the Indian denim market was dominated by either expensive international labels or basic mass-market options. The founders saw a gap — young consumers wanted trendy silhouettes, bold cuts and experimental washes without paying premium prices.

Freakins positioned itself as a **digital-first, trend-led brand**. Instead of seasonal collections, it adopted a fast-fashion mindset, dropping new styles frequently and reacting quickly to social-media trends. Cargo denims, patchwork jeans, wide-leg fits and distressed styles became instant hits, helping the label stand out in a crowded space.

Power of Social Media & Community

A major driver of Freakins' growth has been its sharp understanding of online culture. The brand collaborated early with fashion influencers, college creators and stylists who showcased Freakins as more than clothing — but a vibe.

Instagram and short-video platforms turned into virtual storefronts where real customers styled the products in everyday settings. This community-led approach helped the company grow organically without relying on heavy traditional advertising.

Rapid Expansion Across India

Within a few years, Freakins moved from being a small online label to a **multi-crore enterprise** selling across marketplaces and its own website. The brand expanded beyond women's denim into men's wear, cargo pants, skirts, tops and accessories, gradually becoming a full lifestyle label.

Industry observers credit the founders' focus on:

- Affordable pricing for young buyers
- India-specific fits and sizes
- Quick turnaround from design to launch

- Strong customer feedback loop
- Relatable, non-elite brand voice

for its impressive scale-up.

Competing With Global Giants

Despite competition from global fast-fashion majors, Freakins has held its ground by staying hyper-local. The brand celebrates Indian street style, Bollywood pop culture and college fashion rather than copying Western templates.

Today Freakins is seen as proof that **homegrown labels can challenge international names** if they understand the digital consumer better. Investors and retail experts view the company as a case study in how new-age Indian brands can build national presence without large offline networks.

The Road Ahead

Co-founders Shah and Sehgal aim to deepen offline presence, explore international markets and introduce sustainable denim lines. With India's youth fashion market booming, Freakins is well placed to become a long-term powerhouse rather than a passing trend.

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