

## How BlissClub Changed Fitness Fashion for Indian Women

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In an industry long dominated by global giants and male-centric designs, **BlissClub** emerged with a simple but powerful idea — create activewear that truly understands Indian women. Founded by **Minu Margeret**, a former Goldman Sachs professional and passionate fitness enthusiast, the Bengaluru-based brand has become one of India's fastest-growing homegrown labels.

### A Problem Turned Into Purpose

Margeret's journey began with personal frustration. As someone deeply invested in fitness, she struggled to find leggings and workout wear that were comfortable, squat-proof and suited to Indian body types. Most available options were either expensive imports or poorly designed local products.

Quitting a stable corporate career, she decided to build a brand that spoke directly to real women — not models or athletes alone. Thus, BlissClub was born with a mission to make movement joyful rather than intimidating.

### Designing for Real Indian Women

Unlike traditional sportswear companies, BlissClub focused on **function before fashion**. Every product was tested extensively with everyday users. Features like high-waist support, soft stretch fabrics, pockets that fit phones, and breathable materials became the brand's signature.

The company also adopted an inclusive approach to sizing and communication, showcasing women of different shapes, professions and lifestyles. This authenticity quickly struck a chord with urban Indian consumers.

### Community-Led Growth

BlissClub did not grow through flashy billboards but through conversations. The brand built strong online communities where women discussed fitness, periods, body confidence and mental health. Customer feedback directly shaped new launches.

This strategy turned buyers into loyal advocates. Word-of-mouth on Instagram and WhatsApp groups helped BlissClub expand rapidly across metros and Tier-2 cities without massive advertising spends.

### Milestones in Expansion

Within a few years, BlissClub evolved from a leggings brand to a complete active-lifestyle label offering sports bras, T-shirts, maternity-friendly wear and everyday comfort clothing. The company attracted significant investor interest and strengthened its offline presence through experience stores.

Industry experts credit its success to:

- Deep understanding of Indian body needs
- Product innovation over trend imitation
- Honest, women-centric storytelling
- Strong repeat-purchase culture
- Founder-led community engagement

### **Changing the Narrative of Fitness Fashion**

BlissClub has played a major role in redefining how Indian women view activewear — not as occasional gym clothing but as everyday essentials. The brand stands at the intersection of fitness, comfort and self-confidence.

Minu Margeret often says the goal was never just to sell leggings but to help women “move freely without fear.” That philosophy has turned BlissClub into more than a company — it has become a movement.

### **The Road Ahead**

With India’s wellness economy booming, BlissClub plans to deepen its retail footprint, introduce sustainable fabrics and expand into global markets. The brand’s journey proves that purpose-driven businesses can compete with international players while staying rooted in local realities.

From a founder’s personal pain point to a national success story, BlissClub reflects the new face of Indian entrepreneurship — bold, empathetic and unapologetically women-first.

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