

Glamara: A Dream Built by Jarina Shah with Family Support

Published on 05 Feb 2026 | By IFI Correspondent



The success story of **Glamara** is not merely about building a skincare brand—it is a powerful narrative of determination, vision, and partnership. Founded by **Jarina Shah and her husband Khurram Hasan Shah**, Glamara stands as an example of how passion, quality-driven thinking, and strong family support can transform a small home-grown idea into a trusted name in the beauty industry.

A Dream That Took Shape at Home

Jarina Shah always dreamed of creating her own cosmetic brand. With limited resources and no large-scale manufacturing infrastructure, she chose to begin modestly—from her **own home**. Instead of opening a cosmetic store or launching a full-fledged product line, she started by **making organic soaps by hand**.

These home-made soaps were initially shared with customers as **samples**. The response was overwhelmingly positive, with users appreciating the natural ingredients, quality, and visible results. This early validation gave Jarina the confidence to move forward.

Throughout this phase, **Khurram Hasan Shah** stood as a strong pillar of support—encouraging, guiding, and believing in the long-term vision of the brand.

Steady Expansion into Skincare and Haircare

As demand grew, Jarina realised it was time to expand beyond soaps. With careful planning and an uncompromising focus on quality, Glamara gradually introduced **skincare and haircare products**. Each addition to the product line was thoughtfully developed to ensure consistency, safety, and effectiveness.

This phase marked Glamara's transition from a small home initiative into a structured and scalable brand.

Scaling Through Professional Manufacturing

With the business growing steadily, the founders adopted **third-party manufacturing** to enhance production capacity. While manufacturing shifted to professional facilities, **brand philosophy, formulation standards, and quality control remained firmly under the supervision of Jarina and Khurram Shah**.

Glamara products soon became available through **cosmetic stores, salons, parlours, and branded outlets**, helping the brand gain visibility and recognition in the competitive beauty market.

The Power of Partnership and Family Support

A defining strength behind Glamara's success has been the **partnership between Jarina Shah and Khurram Hasan Shah**. Their shared vision, mutual trust, and strong family backing played a crucial role in transforming a home-based

experiment into a commercial brand.

Their journey highlights how entrepreneurial success is often built not in isolation, but through collaboration and unwavering support.

A Brand That Inspires

Today, **Glamara** is a growing and trusted skincare brand, symbolising what focused vision, consistent quality, and determination can achieve. The journey of **Jarina Shah and Khurram Hasan Shah** continues to inspire aspiring entrepreneurs—especially women—proving that with the right mindset and support system, dreams can indeed become reality.

Selected for Maharashtra's Prestigious Awards

Recognizing her dedication and achievements, she has been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for her, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talent.

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