Entrepreneur

This Sui Generis 'Pari' Accentuates Feminity On Fleek

PARI CHOUDHARY, Founder & Creative Head, Bunaai

Staying bootstrapped, nurturing and building on core values, scaling up and envisioning expanding footprints

or someone who already believes that you are beautiful, it was only natural to start a fashion label. Pari Choudhary, Founder & Creative Head, Bunaai, holds degrees in Fashion Media Styling and Fashion Buying and Merchandising: Luxury Brands from London. "I have always wanted to create something of my own which would make others feel beautiful from inside. It was only during my graduation, that I decided to give my dreams a chance." Bunaai is a homegrown, ready-to-wear, online, cotton, Indian apparel brand. "I love these two extremes - fashion and business. To enjoy both, you need to know how to be business-minded and creative." The label also showcases nightwear and accessories, in-house-designed jewellery, footwear and home décor. On her clientele, online presence and popular categories, Choudhary says,"Our focus has always been to build our online presence. We ship worldwide with major focus on India, 70% of our clientele is based in India. We started and gained popularity with our quirky dresses and Indian suits."

Explaining the USP and the inspiration she says, "Our ready-towear collection combines breathtaking details with simplicity, offering a touch of elegance while featuring multiple colors, subtle hues, ethnic and contemporary cuts, quirky embellishments, and lighter cotton fabrics. The land of colors, festivities, culture, and art, Rajasthan inspires us every day." "Our design value considers the people and the planet." Fairtrade, heritage, made-in-India, diversity, sustainability and women empowerment form Bunaai's core

values. On the initial funding for Bunaai, Choudhary says, "The first year was most intense, the biggest obstacle being, managing our fast-paced business growth. Initially, I managed to get a small amount of working capital to operate and maintain our business. We have been, and continue to be a self-funded business." Bunaai continues to report 150% y-o-y growth.

On the lessons on her entrepreneurial journey and the pandemic, Choudhary says, "My work has made me more accountable, more empathetic, a three-dimensional thinker and a lot more confident in all areas of my life." "The pandemic taught me the power of perspective, family love, and health (physical, mental, emotional, and spiritual). Business-wise, we adopted new ways of working, reaching out to our clients, and finding new ways of serving them love. My major take away is that, team works makes the dream work." Choudhary has some interesting plans up her sleeve, literally speaking. "We plan to expand our footprints and have an elaborate presence in some key markets. We do want to build our exclusive experience stores too, though retailing online is our mainstay."

She believes it is more about collaboration than competition. Choudhary would like to work with emerging talent alongside established organisations and support other brand and ideas. She would like to help others with her experience, to start, scale up and bridge the gap. "If you want to go fast, go alone, but if you want to go far, go together."



