

BUILD FOR COMFORT

aastey, also known as the lockdown baby of the founders Jeevika Tyagi and Kanupriya Mundhra, was started in 2021.



Two everyday women worn down by work, surrounded by the grief of a pandemic, realised that they had begun to lose sight of their happy moments. The negatives had begun over shadowing the positives. So to right this, they coined the term, 'live aastey'. The brand's mission is to create a world where people aren't differentiated on the basis of their colour or size. and to eliminate all biases that have been created over centuries based on what size one wears or how their body type defines what is available for them to wear.

Customer acquisition

Innovation at the front: Jeevika Tyagi, Co-founder & CEO, aastey mentions, "Innovation takes a lot of time and money, especially when you have to create the best for the customers. When it comes to producing sustainable and durable clothes, it becomes even more challenging because, in India, it is not particularly easy to manufacture sustainable fabrics so that definitely increased the difficulty for us. It took a year for us to sample, source, and innovate our in-house fabrics so they can be long-lasting and sustainable. Our work set is around 70 - 75% sustainable and we are looking to keep pushing ourselves till all of our products can be completely sustainable."

Once the brand achieved the perfect product fit, their strategy was simply to let people try the products and see how comfortable and long-lasting these products can be at all times of the day

and night. This was the simple way of approaching and acquiring the customer, as the brand did not want to just market the products but offer them a chance to choose a lifestyle that is more conscious of the environment and of our roots.

Shopper behaviour & retention

Customer on priority: Customer feedback is very essential for the brand. When they started their journey, they conducted market surveys to understand what the customers wanted. After the lockdown, there has been an increase in demand for comfortable clothes because many women had to multitask different roles within the confines of their homes. Being a women-owned and women-led team, the brand understands the concerns and daily needs of women and strives to achieve them through their own experiences. "We also try and talk to as many women as we can through our multiple social media channels and podcasts to understand their different experiences and create our products and the subsequent marketing strategy accordingly. We are building a Customer Lifecycle Management (CLM) process which is basically a system where we constantly ask people for feedback through emails. We also follow up with our customers on WhatsApp to understand exactly what they liked about the product and in which places we can improve. We try to create personal relationships with our customers which is why we call it the aastey tribe so that the process from innovation to delivery can be transparent," Jeevika adds.



HIGHLIGHTS

- ➔ Clothes are meant to fit your body and not the other way around. So, aastey creates an ecosystem to offer multiple sizes, in between sizes, and multiple lengths.
- ➔ 2021 June, the brand took an oath to never disrupt or hurt the environment and in their effort to take care of the planet, they turned sustainable.
- ➔ The brand has also adapted a hybrid way of working in an effort to reduce carbon footprint and tackle environmental issues.

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– Jeevika Tyagi
Co-founder & CEO, aasteey



Social knowhow: She continues, “We get a lot of insights and data from the social media channels and our digital ad campaigns. As this is an online-only platform, we use these insights to improve our e-commerce sales strategy. If a product is doing better on social media, then we will know which ones to push more in our campaigns. It also helps us to plan out other logistics and supply problems like reordering and restocking our existing products. So, it definitely helps us to figure out what is working and what is not working. We are continuously in touch with our customers on WhatsApp and Instagram to understand what is working for them and what they do not like. We

always reply to any kind of complaints with regard to quality and make sure to look for a solution”.

Customers want to see that the company truly cares about their time and money. Keeping this in mind the brand has a very efficient team that works hard to make sure that the customer’s experience is as personalized as possible. They always reply to all their Instagram DMs without fail. “For instance, there were a lot of people inquiring about the purple t-shirt on Instagram which is still not in our collection so we decided to order it immediately. If someone is not able to navigate the website, then our team personally helps them with all difficulties; whether it is

placing a return or an exchange order,” she highlights.

Loyalty & CRM

Taking it slow & steady: “We really believe that we are building a community and not a customer base. That is how we differentiate ourselves from other brands as well. It is a tribe and every customer is part of the process here. Every brand can give loyalty reward points and discount codes but this sense of belongingness and community that we are trying to achieve is what we believe will lead to more loyal customers. That is what ultimately makes us unique as a brand,” Jeevika sums up.