

communication platform that enables you to reach this audience is something that can be achieved in numerous innovative ways. Our plan this year is to make our positioning much clearer," he shares.

For HRX, too, content and engagement on social media as well as its website and YouTube channel have been a driving force for staying connected with users. Being bullish on their communities has also helped the brand in gaining ground offline. "We ensure we engage with our digital audience through useful content pieces around nutrition, training and mindfulness which make us relatable and useful to a consumer in their fitness journey. Recently we took the stance of aiding women in improving their hormonal health," says Nair. HRX has multiple influencers embedded deep into the system who are at the helm of its content creation to promote the brand.

Being an Indian casual wear brand that has been offering women's wear for 15 years, Numero Uno claims to understand the regional mindset, culture and body type of Indian



"In the coming times, digital channels will become the primary growth drivers for several businesses. With this being said, we feel that industries will also have to make long-term changes and shift focus to casual wear and sustainability"

Kanupriya Mundhra,
Co-founder & CCO, Aastey

women. Masses in India look for comfort and style at a premium quality, Kohli believes.

Sustainable athleisure brand Aastey says that with the global athleisure market being worth US\$200 billion, the trend of athleisure wear and active wear is growing incredibly in India. The brand thus looks to offer eight sizes in all its products so it can make the most of the growing trend by catering to several body types.

Sharing his opinion on the subject, Shah says that inclusivity is a growing imperative for brands and Freakins, too, wants to change standardisation. "One of the other drawbacks of being in what is typically a fast-paced industry is that entrepreneurs are commonly drawn into whatever the new trends are, hence we strive to create trends instead of chasing them and make an impact. Another essential way in which our brand is growing is through adoption of sustainable methods. We

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