

aastey raises ₹10 cr from CXXO

CHRONICLE NEWS SERVICE

KOLKATA: Aastey, a sustainable athleisure wear brand for women of all body types has announced the closing of 10 crore seed round funding from CXXO, a Kalaari Capital initiative.

With the aim of growing into the category leaders in sustainable athleisure wear, aastey seeks to create a one-of-a-kind platform where women find comfort in what they wear. Performance wear in India has traditionally catered only to a certain body type, not only excluding a majority of women but also perpetuating body image issues.

aastey's mission is to change these damaging stereotypes and address the problem of body inclusivity. As of now aastey's products are available in 16 different sizes, keeping in mind the variations in Indian body types. With the goal of being a 100% sustainable brand by

2024, aastey's in-house fabrics are durable, breathable, and sourced ethically. Among aastey's range of popular products is the werk it set, made with their in-house fabric aastey flex that pairs comfort with durability.

"India is crowded with athleisure brands with no one focusing on the sustainability



aspect. The country has a strong ecosystem for homegrown D2C brands and there is a huge demand for high-quality athleisure wear in our country. We even pay a premium to ship global brands to the country, because of a lack of domestic supply. This

funding will help us build our supply chain to scale aastey, while setting the foundation for marketing our brand to propel growth. Our R&D will focus on continuously innovating with sustainable fabrics and making original blends that create the best experience for our tribe," says Jeevika Tyagi, Co-founder & CEO of aastey.