

Home > Lifestyle News > Infotainment News > Articles > Lashkaraa.com expands its horizons

Lashkaraa.com expands its horizons

Updated on: 15 September, 2021 10:33 AM IST | Mumbai

Share: [f](#) [🌐](#) [🐦](#)

Text AA A

Lashkaraa.com is a luxury brand that provides discerning consumers in-house exclusive designs of high quality at affordable pricing with quick, safe deliveries



[Lashkaraa.com](#)

COVID-19 has had a catastrophic impact on businesses worldwide. Especially industries related to travel, wedding events, and mid-size as well as large celebratory gatherings. People mostly purchase Indian or other such opulent ethnic wear when required for an event or festival. With everything coming to a standstill in 2020, the effect on weddings and occasion-wear businesses was detrimental. However, one brand has taken this opportunity to track and identify the trends and insights along with the key drivers behind these recent market changes. They realized that the pandemic has also spurred the adoption of online retailing with an unmatched zest. This has led a young entrepreneur and her team driven Lashkaraa.com, an operationally 'Make In India' product, with the US established roots, to carve an unparalleled niche in the large market of Indian ethnic wear shoppers abroad. Especially Indians missing their country, searching for their 'Mitti ki Khushboo' in the rich heritage, centuries-old traditions, and cultural attire.

Ms. Sumeer Kaur, Founder Lashkaraa.com states, "Our largest consumer base is Indians based out of the US, Canada, UK, and, Middle East. When it's time for wedding shopping, the bride/groom and their families usually visited India to complete shopping for the wedding trousseau. The biggest change we've witnessed so far due to the pandemic lockdowns was that couples came online to complete their wedding trousseau shopping. This led to our largest increase in custom bridal orders. So now we have gone ahead and enriched our user experience by providing increased variety and have empowered them with an unmatched ability to custom design their wedding outfits from the comfort of their home! Not only did we give the ease of selection, but we focused on customization with quality, keeping in mind friendly pricing for these exclusive designs."