

Company founded during lockdown set to become India's most affordable fashion brand



Delhi, New Delhi, Feb 23, 2021 ([Issuewire.com](https://www.issuewire.com)) - [KIIKII Retail](#), a company founded by four college friends during the lockdown, aims to become India's largest and most affordable fast fashion brand.

To drive this mission, it introduces new products every two weeks, so customers have new choices every time they visit the website. Apart from apparel, the website also caters to the beauty and accessories market, making it a one-stop-shop for an affordable closet.

And given an overwhelming response over the last few months, they now plan to add bags, footwear and ethnic wear to their portfolio. In addition, they also want to establish their footprint in the US and UAE by 2021-end.

However, it's not just in its business model that KIIKII Retail is different; it's also opting for a more environment- friendly production line. They use excess fabric generated by export houses to create products. They procure top quality, defect-free fabric generated by the industry, and turn them into the trendiest affordable apparel. Using this technique, they try to maximise outputs and minimise the fabric waste generated.

Media Contact

KiiKii

shopifysetup@kiikii.in

+91 9517 777 222

Source : KIIKII Retail

[See on IssueWire](#)