

Bonkers Corner marks its foray in the fashion and lifestyle industry

The brand redefines the over-sized tees trend, offers a wide bouquet of comfortable clothing



Mumbai, Maharashtra Aug 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Isn't Street shopping a must-to-do when you travel? Mumbai's Bandra shopping lanes, Bangkok local market, Goa's flea market and etc..etc..? Getting those comfortable, trendy, vibrant clothes at the best of prices sound like a dream come true!

Well, that's exactly the story behind BonkersCorner, an ultimate fashion destination for the GenZ. Commenced in 2020, Bonkers Corner is a home-grown e-commerce brand (100% made in India) hosting a wide array of cool, trendy, and versatile range of t-shirts for both men and women along with merchandise including prints of art, music, games, quotes, and more.

Starting with a vision of building street wear worth every penny of a customer, the brand believes in providing convenience shopping to its users. A user-friendly interface guides the user through their selection process giving them comprehensive size charts, product information, and high-resolution images that help them make the best buying decisions.

Shubham Gupta, Founder, BonkersCorner said, "As Fashion enthusiasts, we've always been on a hunt for something fresh & new which could make a difference in the fashion industry in India. Initially, when we planned to start Bonkers corner, we were highly inspired by the brands from overseas, who were already doing this in a wide array of ranges. It made us feel that we should bring this trend to India & make it 100% Made in India which could be easily available for those who share a similar interest in fashion taste like us."

Interestingly, the trend of 'The oversized t-shirt (OST)' that has been doing rounds among all of us and even celebs are going gaga about it, was proudly commenced by the brand just after its foray. Aiming to make the OST everyday essentials for every fashionista out there without burning their pockets, the brand consistently promoted its philosophy of Comfortable, Affordable & Trendsetter clothes.

Adding further, Shubham Gupta said, "With the launch of OST, certainly knew that this is going to be a game changer but we didn't expect that this could be it. Initially, we were selling around 20% of overall products every month, wherein, after launching the OST product we almost sold up to 80% of the products every month. We wanted to become an affordable brand so people can enjoy these new trends and explore these new styles and designs, we also want to be pocket friendly for the new Gen Z and college-going students."

With its new-age aesthetics, the brand foresees to evolve at every step climbing at par with the industry standards and promises to amaze its audiences with "value for money" products. Furthermore, in its endeavour to be one of the most 'go-to' brands in the next 5 years, the brand custodians aim to make their brand a globally recognized streetwear fashion brand in India with 100% 'Made in India' products



Media Contact

Anchal

detoxcommunications01@gmail.com

09653185114

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