

How AshleyandAlvis Is Taking Over the Women's & Men's Underwear Competitive Market in India.



Bengaluru, Karnataka Mar 13, 2023 ([IssueWire.com](https://www.issuewire.com)) - AshleyandAlvis by Maven Ecomm Private Limited - The ability of a luxury women's and men's underwear company to communicate effectively with women – men are also a key-determining factor in consumer relations. But effective communication with a target audience does not mean saying that you're the best, today, many male & female consumers are seeking a deeper message.

Effective communication involves the broader ability to take into account comfort, style, and wearability. If successful in doing so, brands can help consumers feel understood and respected. In short, women & men want their chosen brands to show interest in them as individuals, not just as a part of a larger group. The expectation is that a brand will be warm, friendly, and take an active interest in their personal lives. This may be somewhat challenging to modern-day brands that may be more accustomed to maintaining a separation between product development and consumers' personal lives.

Nowadays like never before, women-men readily interject their style conundrums and desires through social media. Interacting with brands behind a digital device has opened up the floodgates to product conversations frequently disclosed online. Such disclosure is a manifestation of the desire to connect with fashion brands on a personal level. Similarly, clever brands will often show concern for the personal and family matters of their target audience. Such concern is not intended to be an intrusion; it is simply a way that brand managers show concern for their customers. This fundamental idea is part of the new cultural script.

The allocation of rewards can be controversial concerning the women's and men's underwear businesses. You see underwear is one of the most personal decisions because (speaking for most of us) at the end of the day, only people at the sports club or an intimate partner will see what you are wearing. The second reason why underwear gets personal is obvious; the shape and fabric are very close to your body. Be mindful that different shapes and styles are made for different occasions. Trust me, you do not want to wear boxers while running on the treadmill.

Luxury undergarment and premium brand [AshleyandAlvis](#) is setting a new standard in upscale basics and luxury underwear. They aim to create the world's best and most comfortable Bamboo micro modal undergarments that change the way you think and feel about underwear. To design and create the collections, the brand sources fabrics from around the world that are both rare and newly innovated. They employ unique technologies with goals and insight to produce the finest, softest and smoothest fabrics on the market today. Moreover, the Bamboo micro modal fabric performance is as high as the quality of its feel.

The Bamboo micro modal underwear collection is luxuriously soft and lightweight, yet extraordinarily resilient to keep up with whatever the day brings. [AshleyandAlvis](#) makes the best underwear for sweat because they possess impeccable moisture control. Air fabric is the finest and even softer than cotton. And it is the first brand in India to have bamboo micro modal underwear. Despite its remarkable soft feel, the brand's pieces stretch and recover as it hugs your body in a level of comfort that is exceptional.

Some of the more popular styles are the Bamboo micro modal women's Bikini (Rs 445), Hipster (Rs 445), Boysleg (Rs 490), Boyshorts (Rs 490), Women's Camisole (Rs 795), Men's trunk (Rs 675), Men's brief (Rs 675)

We recently had the privilege to speak with founder [Mr. Animesh Paul](#) about the true essence of the brand, what are men and women seeking today in underwear, and why he thinks the greatest quarterback in the history of the

What is the true essence and history of your brand?

[Animesh Paul](#): [AshleyandAlvis](#) came about to address the need for a category leader with a better, more comfortable, higher-quality, luxurious, and innovative offering in the women's and men's underwear market in India.

The category is dominated by mass-market brands whose strategy is low cost. With no innovation and a cost-cutting strategy, underwear simply became uncomfortable. The essence of [AshleyandAlvis](#) is to set a new standard in men's and women's underwear. To design what we believe is the most comfortable, innovative luxurious underwear for both genders.

[AshleyandAlvis](#) has a modern sensibility and uses the most eco-friendly advanced fabrics and better-quality materials to make underwear that is so comfortable, you can't even feel it. which acts like **"The New Skin"**.

What makes [AshleyandAlvis](#) unique?

[AshleyandAlvis](#) is focused on the crossroads of comfort, luxury, and innovation. We use the most advanced and environmentally friendly fabrics to create underwear that is more comfortable, more luxurious, and more environmentally sustainable than our competitors.

At [AshleyandAlvis](#), we strive to set a new standard in women's and men's underwear. We do this through innovation in every aspect of the product. From using new and patented fabrics to developing a better waistband. AshleyandAlvis simply feel better and fits unlike any other. Despite the amazingly soft feel of our underwear, they are made with high durability and easy washability in mind to ensure long-lasting use. AshleyandAlvis's focus is on everyday comfortable underwear for women and men.

Give us three reasons when and why women and men should wear AshleyandAlvis underwear.

- Extremely comfortable Bamboo Micro modal fabric wraps you in luxuriously 5X softer than cotton fabric.
- 3x Moisture Wicking fabric keeps your body temperature cool when sleeping
- Staying dry and comfortable while sleeping leads to better sleep

How has technology aided AshleyandAlvis concerning both E-commerce as well as fabrications?

Technology is the backbone of our company, we use the latest technology in fabrics and manufacturing to create our underwear. We are the only bamboo micro modal underwear brand in India to employ these advanced fibers and superfine high-speed knitting technologies.

We use the most advanced e-commerce platforms to provide customers with a seamless shopping experience from purchase to delivery. Being an E-commerce website, we can reach out directly to our customers through a multitude of marketing platforms.

In your words, what are women and men seeking today in underwear?

Men and women are embracing online shopping not only because of the convenience but also because of the opportunity to find and research new and interesting brands that meet their needs. They are seeking products with good reviews and products that are highly recommended by their peers. They want brands that have a social and environmental conscience and are willing to pay a premium for a better product.

We see that both genders want and appreciate quality and comfort in their underwear. Women and Men appreciate the ability to feel a difference when they try a product like AshleyandAlvis. Our amazing hand feel and our high-performance fabrics are a winning combination for men and women because they take comfort to a new level that is appreciated and noticed by our customers.

When is it time for a consumer to replenish their underwear? why?

Consumers should replenish their underwear once every 6 months and certainly before they show any signs of wear and tear. Women and Men should not wear underwear with holes or with visible signs of degradation.

Talk to us about the current collection in detail.

New collections and innovations are launched as core collections. This season our new collection includes **TOOCOMFORT**. Designed to be a combination of our two best-selling collections, the new TOOCOMFORT collection takes AshleyandAlvis to a new level of comfort and is the only Women's and men's underwear made with Bamboo micro modal fabric

The current collection uses our signature Bamboo micro modal air fabric in shades of light pink, navy, red, and maroon. Ashleyandalvis offers a basic collection available all year in black, white, navy, and grey underwear.

What has been your greatest achievement?

To develop products that resonate with our consumers in a very crowded and congested space.

What is the best thing that you've ever heard about your brand?

Customer reviews are our best feedback and hearing that people love the brand and that we deliver on the promise of setting a new standard in our category means a lot to our team.

What is your growth strategy?

Continue to develop an innovative and comfortable product that stands out in our category. To stand behind our products with excellent manufacturing, highest quality production, good selection, easy ordering process, speedy delivery, and excellent customer service.



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OPP KRISHNA TEMPLE, NO 6/1, 1ST FLOOR, PALGOTA PLAZA, NALA CROSS LALBAGH ROAD
4TH CROSS

Source : Maven Ecomm Private Limited

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