

Desiqlo Launches: A Global Ethnic Wear Brand Bringing Indian Heritage to the World

Trendy Indian Ethnic Wear to NRIs Worldwide



Bengaluru, Karnataka Mar 28, 2025 (Issuewire.com) - [DesiQlo](#), a new-age D2C brand, is set to revolutionize the ethnic wear market by offering curated collections tailored for Indian-origin consumers in the U.S. and beyond. With over 32 million NRIs worldwide and a \$100 billion+ spending power, the demand for high-quality ethnic wear remains underserved. [DesiQlo](#) bridges this gap by bringing stylish, affordable, and authentic Indian fashion to global consumers.

Bridging the Gap in Ethnic Fashion

For millions of NRIs across the USA, Canada, the UK, Australia, and the Middle East, finding trendy and high-quality Indian wear has been a challenge. Local stores offer limited options with outdated designs and high markups, while ordering from India often results in sizing issues, long shipping times, and unreliable quality. With India's textile exports exceeding \$40 billion, [DesiQlo](#) taps into this vast supply to offer a seamless, cross-border shopping experience for NRIs.

For years, NRIs have faced multiple challenges when shopping for ethnic wear abroad. Many had to rely on relatives to send outfits from India, wait for their next visit home, or settle for the limited and often overpriced selections available locally. Even when online shopping seemed like an option, issues such as poor fabric quality, inaccurate sizing, and long, unreliable shipping times made the experience frustrating.

A Vision for Modern Ethnic Wear

[DesiQlo](#) was founded to solve these challenges, providing a curated selection of stylish, high-quality Indian wear that meets the needs of NRIs worldwide.

"NRIs don't lack style, they lack options. The ethnic wear available abroad is either outdated or too expensive. We started Desiqlo to fix this by bringing in trendy, high-quality Indian fashion to NRIs

everywhere. We are building an advanced D2C platform that brings the latest designs fastest to our customers in the US, Australia and many more countries,” said Shweta Agrawal, founder of DesiQlo.

Curated Collections with a Modern Twist

DesiQlo carefully selects collections from India’s top manufacturers and designers, ensuring authenticity, sustainability, and premium craftsmanship. The platform offers a wide range of options, including traditional sarees, lehengas, kurtas, and contemporary Indo-Western fusion wear. Every product is backed by rigorous quality checks to maintain high standards and ensure customer satisfaction.

In addition to fashion, DesiQlo is focused on making the shopping experience seamless for NRIs, offering:

- Reliable international shipping with quick delivery times.
- Competitive pricing that ensures affordability without compromising quality.
- Secure and hassle-free payments, making the buying process convenient.

Seamless Shopping & Exclusive Launch Offers

DesiQlo’s collection of over 10,000 products is now available at desiqlo.com, featuring an exclusive launch offer that includes:

- Free shipping on orders above 50 USD
- Early access to limited-edition designs for men, women & kids
- Attractive discounts for high order values

Customer Testimonials

DesiQlo has already received enthusiastic feedback from early customers who appreciate its modern designs, premium quality, and seamless shopping experience.

“Shopping for Indian ethnic wear abroad used to be frustrating. Limited options, high prices, and slow deliveries. DesiQlo has completely changed the game. The designs are trendy, the quality is amazing, and I got my order in just a few days!” – Priya Patel, New York

“I love how DesiQlo brings the latest Indian fashion right to my doorstep. I no longer have to wait for my India trips to buy outfits for special occasions.” – Rohan Sharma, London

For more information, visit desiqlo.com.



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