

How Samkit Sethia Turned His Vision Into Eymode: A Journey of Crafting Stylish Eyewear for the Modern World



kolkata, West bengal Jun 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - A Fresh Perspective on Eyewear

Introduce the brand in one or two sentences. Highlight its mission to deliver high-quality, stylish eyewear that brings both function and flair to every face.

Founder Story: Samkit Sethia

Samkit Sethia, the visionary behind [Eymode](#), recognized a gap in the eyewear market for affordable, stylish, and high-quality products. With a keen interest in fashion and a passion for craftsmanship, he set out to create a brand that blends modern design with practicality. Samkit's journey began with a mission to redefine eyewear not just as a necessity but as a statement of personal style. Through persistence and innovation, **Eymode** emerged as a leading name in the eyewear industry, committed to providing exceptional designs at accessible prices.

Brand Story: Eymode – Where Fashion Meets Function

- **Brand Foundation:** Explain the essence of Eymode—its commitment to offering eyewear that is both stylish and functional. Emphasize the thought that goes into every design, focusing on quality, sustainability, and customer satisfaction.

- **Core Values:** Focus on the brand's commitment to offering affordable yet high-quality eyewear, and how it stands apart from competitors by blending fashion-forward designs with superior material quality.
- **Craftsmanship & Design Philosophy:** Detail the craftsmanship behind the eyewear, whether it's the hand-picked materials, the innovative designs, or the attention to comfort and fit.

USPs

- **Fashion-Forward Designs:** Emphasize Eyemode's ability to stay ahead of trends, offering modern styles that appeal to diverse tastes.
- **Affordable Luxury:** Highlight how Eyemode provides high-quality eyewear without the steep price tags, catering to both budget-conscious and luxury-seeking customers.
- **Customization & Fit:** Showcase options for customized frames or lenses to provide a perfect fit for each individual.
- **Durability & Comfort:** Discuss the superior materials used for long-lasting, comfortable wear, perfect for day-to-day use.
- **Eco-conscious Approach:** If applicable, mention sustainable production practices or eco-friendly materials used in Eyemode's products.

Target Market

- **Demographics:** Define the target audience—young professionals, students, fashion-conscious individuals, and others who care about both functionality and style.
- **Psychographics:** Highlight how Eyemode resonates with people who want affordable yet premium eyewear, focusing on style-conscious customers who appreciate quality and durability.
- **Reach:** Discuss Eyemode's broad reach across multiple online platforms, including marketplaces like Amazon, Myntra, and Nykaa, along with quick commerce platforms like Swiggy Instamart and Zepto.

Market Demand

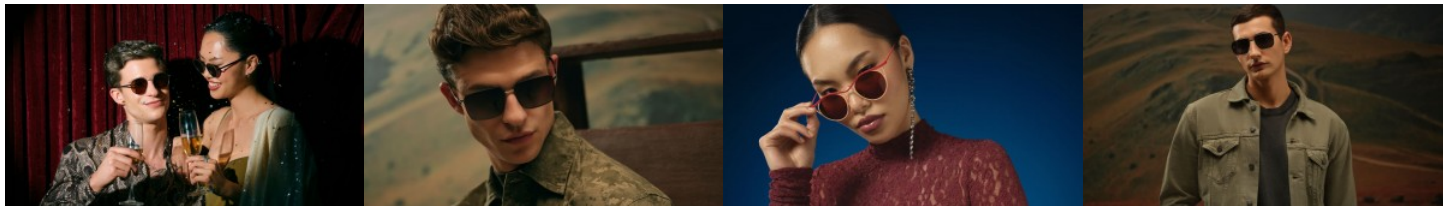
- **Growing Eyewear Industry:** Provide insights into the growing demand for stylish yet affordable eyewear in India and internationally.
- **Shifting Trends:** Discuss how consumer behavior is changing, with a growing demand for

eyewear that doubles as both a fashion accessory and a necessity.

- **E-commerce Boom:** Talk about how Eyemode is tapping into the e-commerce revolution, with more consumers preferring to shop online for convenience and variety.
- **Eyewear as a Statement:** Mention how eyewear is increasingly becoming a key fashion statement, with people looking for unique designs that reflect their personality.

A Vision for the Future

- **Brand Growth Plans:** Briefly talk about Eyemode's future plans for expansion, new collections, or new collaborations.
- **Commitment to Excellence:** Reiterate Eyemode's commitment to continuously offering top-tier eyewear and expanding its reach, while staying true to its core values of quality and customer satisfaction.



Media Contact

Eyemode

*****@eyemode.in

8981341100

Banerjee Bhavan, 15, Brabourne Rd, Murgighata, B.B.D. Bagh

Source : Eyemode

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