



There are many online stores that sell clothing on the internet, however only a few make an impact. Many are just copies of popular stores with hassled delivery and customer services. It is quite difficult to convince Indian customers about the authenticity of the sites and create a feeling of loyalty in them. Jashn.com, the modern ethnic retail brand has been successful in this task and is going forward without a glitch. Jashn is into sarees, salwar kameez, kurtis, indo-western and traditional outfits.

The ethnic segment in India is pegged at Rs. 616 million. The industry is growing at the rate of 8 to 9 per cent annually. 80 per cent of the total market goes into women segment. Men's ethnic contributes about 4 to 5 per cent and 8 to 10 per cent is contributed by kid's category. The organized market in the category is about 4 to 5 per cent, rest is unorganized.

The Designer:

A talk with Mr Rahuul Jashnani, MD will help you realise how passionate he is about the business.

Rahuul's family is into business since 1937. It was a time when the Indian Retail Sector was seeing huge revolutions. Along with western fads, ethnic styles were again gaining popularity. Large format brick and mortar stores and other similar channels were mushrooming all across the country. Just when Rahuul was entering the scene, the ethnic market was a very virgin segment and an unorganized trade with few local and regional players.

Jashn.com - The Ethnic Wear Destination

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