



HOUSE OF
P A R A L

Elegance for Every Occasion



The brand dressing up the modern indian woman,spanning casual to occasion wear



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ABOUT US

Women's Wear



“The House of Paral epitomizes timeless elegance in women’s wear, blending cultural heritage with modern sophistication.

Our collection features heritage textiles fused with contemporary designs, delivering apparel and superior for discerning individuals who cherish classic style.

With our stateof-the-art manufacturing facility, boasting a production capacity of 1.5 lakh products per month, The House of Paral is poised to grow significantly in the ethnic fashion industry over the next five years.”





Our Founder



With over 20 years of experience in the women's apparel industry, House of Paral stands as a leader in fashion innovation and customer satisfaction. Founded by an industry veteran with deep expertise in both design and business, we are committed to offering premium-quality, stylish, and versatile clothing that empowers women everywhere.

Our founder's journey began two years ago, gaining invaluable experience in all aspects of women's fashion—from fabric selection and garment design to retail management and consumer insights. This extensive background gives House of Paral a unique edge in understanding the needs of today's woman and delivering products that combine both style and comfort.

As a startup, we pride ourselves on agility, creativity, and a customer-first approach. Our mission is to create a brand that resonates with women from all walks of life, offering collections that are not only trend-forward but also sustainable and affordable.

At House of Paral, we believe in more than just selling clothing. We aim to inspire confidence through every piece we design, making sure each woman feels beautiful, strong, and ready to take on the world. Our dedication to quality craftsmanship and innovative design ensures that our customers receive nothing but the best.

Products

Kurtis : Stylish and comfortable tops, blending traditional patterns with modern cuts.

2-Piece Set : Classic and versatile sets, available in a variety of fabrics and designs.

SKD : Flowing, regal dresses that combine traditional elegance with contemporary style.

Dupattas/Scarves : Beautifully designed scarves that add a touch of elegance to any outfit.

Sarees : Elegant drapes crafted from luxurious fabrics like silk, cotton, and georgette, featuring traditional and contemporary designs.



Vision & Mission

VISION

To become a leading brand in women's apparel, recognized for quality, sustainability, and empowering women globally.

MISSION

To deliver fashion-forward, comfortable, and affordable women's clothing that caters to the diverse needs of modern women.

Quality : We use only the finest fabrics and materials to ensure durability and style.

Innovation : Always at the forefront of trends, we push the boundaries in design and creativity.

Customer-Centric : We prioritize our customers' needs, focusing on their comfort, style, and

Satisfaction & Sustainability : We are committed to eco-friendly practices, from sourcing materials to

Production Methods & Empowerment : Every collection is designed to inspire confidence and celebrate individuality.



Category Based Sales Contribution

SKD 40%



Kurta 15%



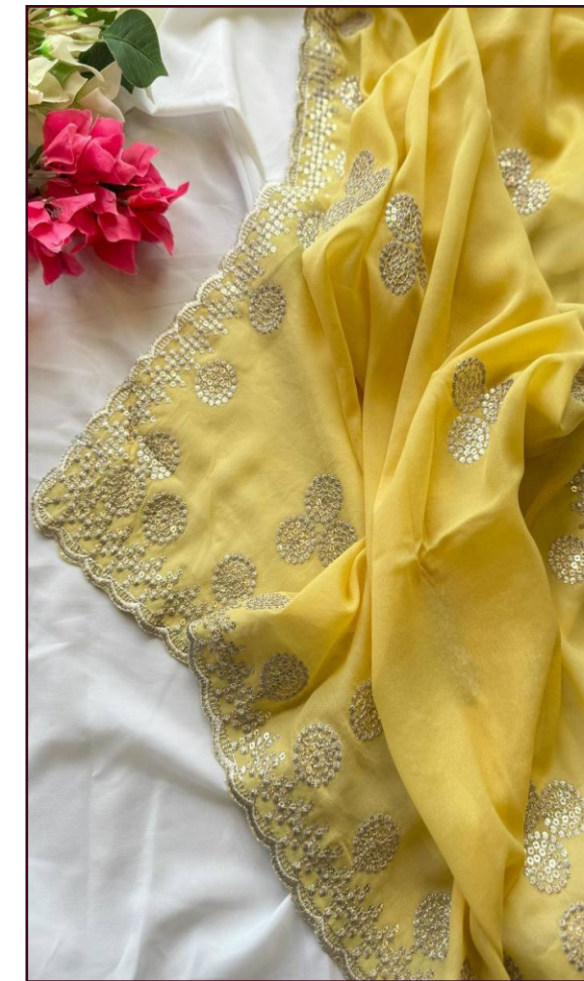
2 Pcs/Co-Ord Sets 25%



Bottom Wears 10%

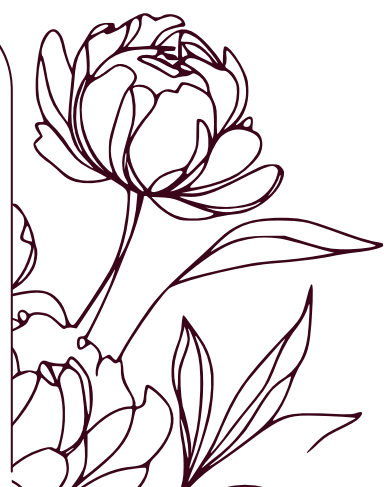


Dupatta/Scarf 5%



Top Wear 5%

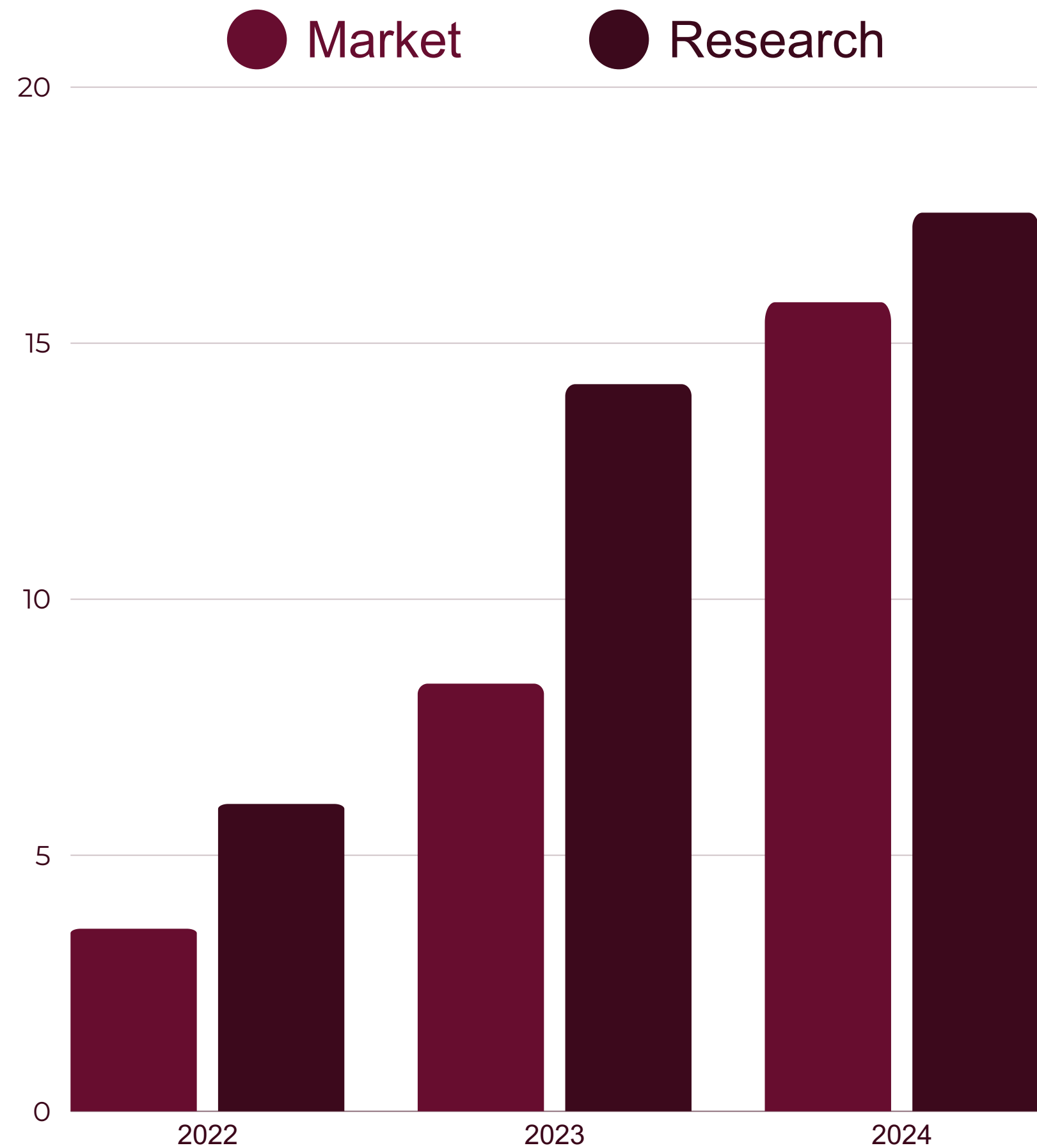




Market Research

The market size of Indian wear in women's apparel amounted to 747 billion Indian rupees in the financial year 2021.

This was a decrease compared to the previous year. However, it is likely to increase to 1.68 trillion rupees in the financial year 2025.



The Market

01. Unorganized

The majority of ethnic wear is sold through mom-and-pop retail outlets, which often result in inconsistent consumer experiences and challenges in maintaining brand standards and integrity.

02. Fragmented

Dominated by small regional brands and labels, the ethnic wear market sees the largest brand, "Ethnic Elegance, " holding an 8% market share, while the second largest, "Cultural Charms, " captures 1.6%.

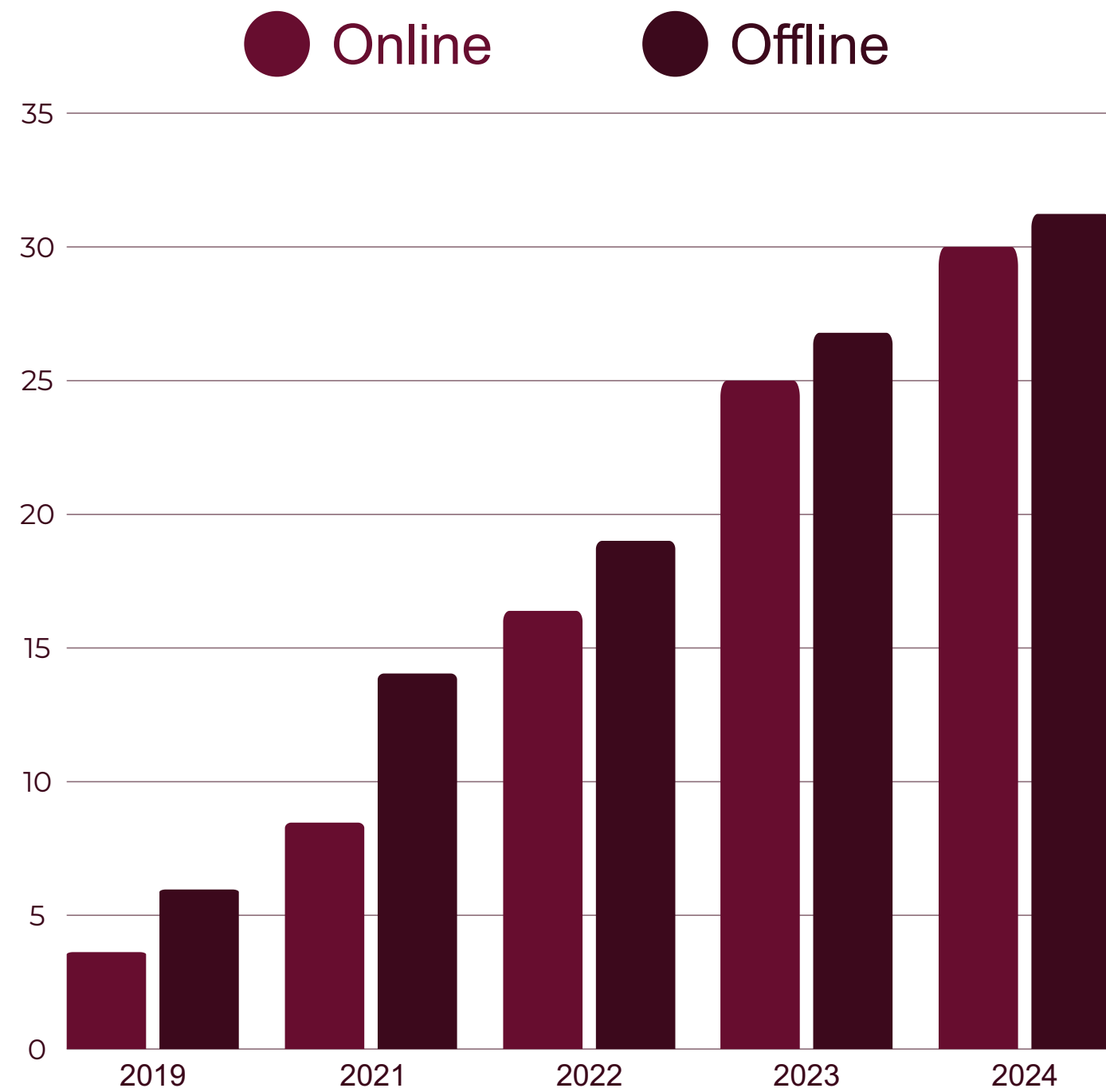
03. Marketplace

Almost entirely marketplace-driven (both online & offline) with no single-brand retail points of sale.

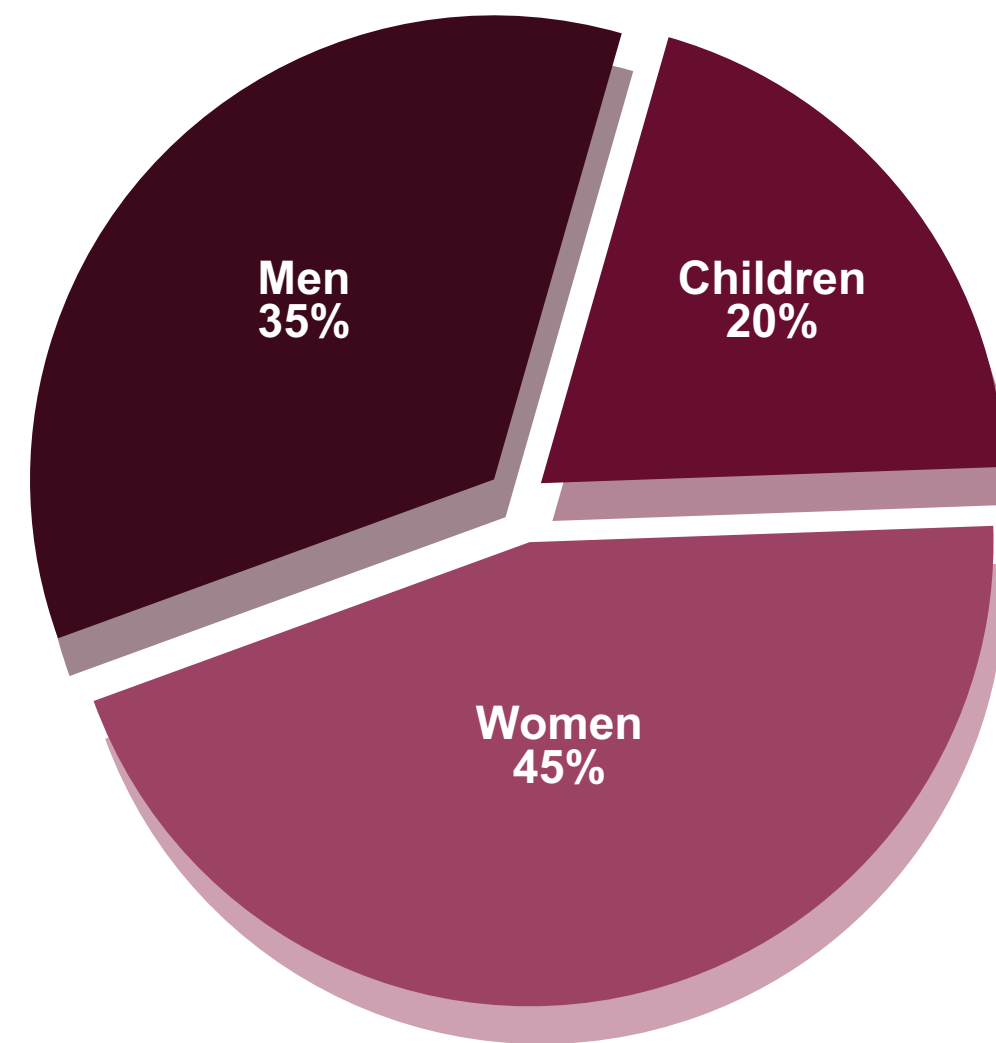
04. Evolving Consumer

Consumer aspirations, purchasing power, and category knowledge in ethnic wear are rapidly expanding, reflecting an increased interest and awareness among buyers.

Distribution Segment

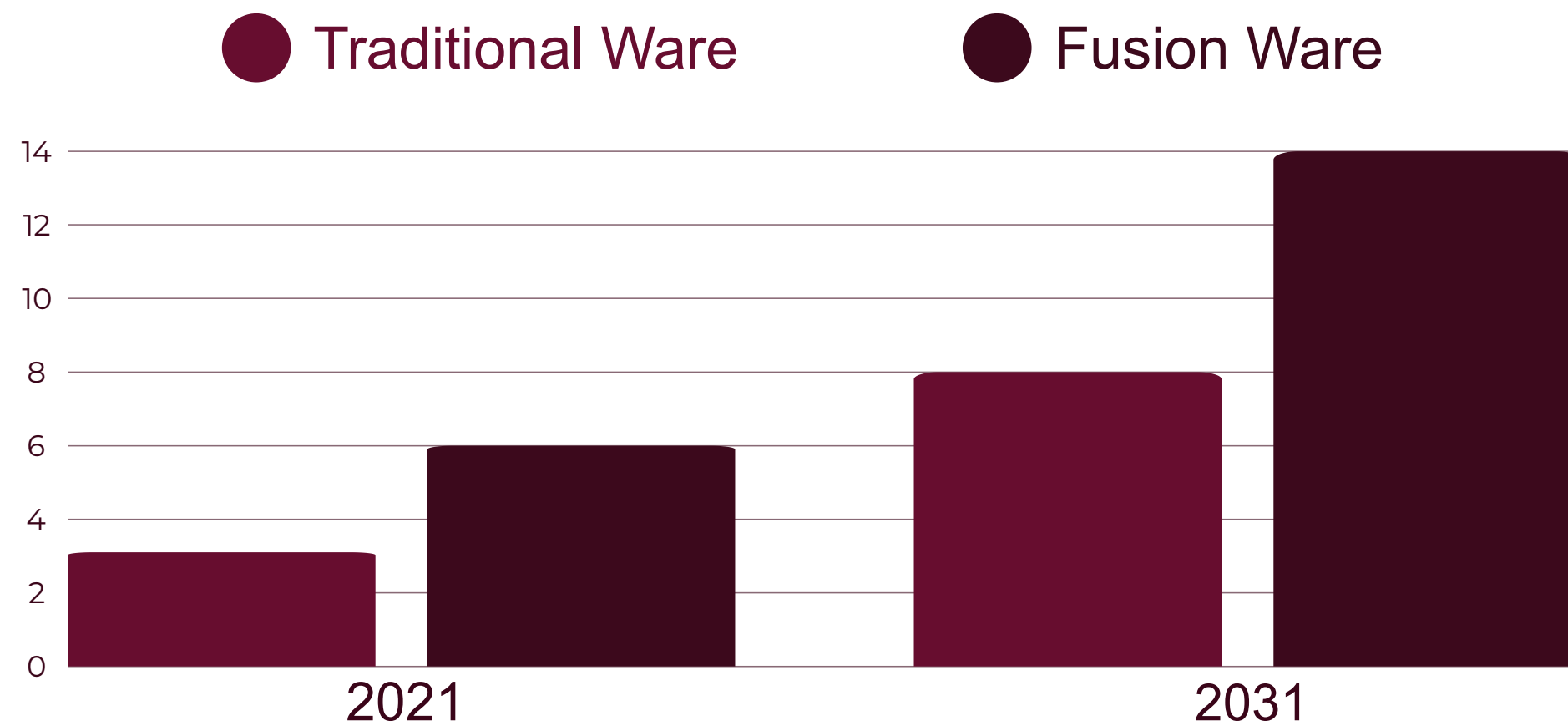


Sales Contribution



Type Segment

Based on type, the traditional wear segment held the major share in 2021, owing to the rising awareness about one's own culture and heritage.



Brand

Mission

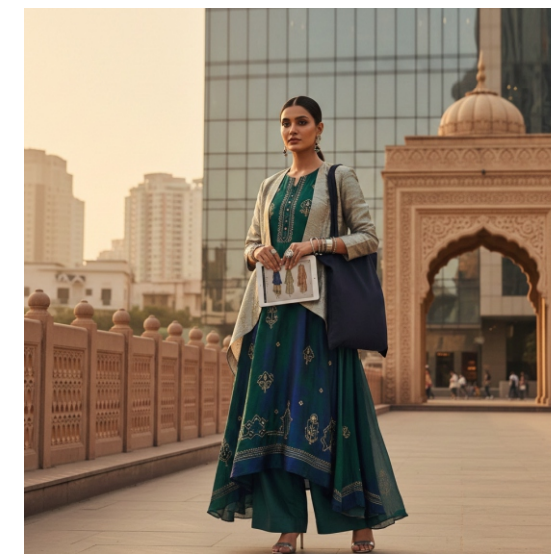
Our mission is to celebrate cultural heritage by creating high-quality ethnic wear that blends traditional craftsmanship with modern design, offering timeless, stylish, and comfortable garments to our discerning customers.

Positioning

Positioning ethnic wear as a brand that seamlessly blends tradition with modernity, offering high-quality, stylish garments that honor cultural heritage while catering to contemporary tastes and discerning fashion enthusiasts.

Brand Voice

The brand voice for ethnic wear is elegant, authentic, and inspiring. It communicates a deep respect for cultural heritage while embracing modern design elements. Our tone is warm, inviting, and informative, reflecting our commitment to quality craftsmanship and timeless style. We aim to connect with our audience by sharing the stories behind our designs and celebrating the beauty of tradition.



The Brand Values

Traditional fashion is deeply rooted in heritage, craftsmanship, and timeless elegance. At the heart of our creations lies a commitment to quality, cultural richness, and enduring design. Each piece reflects our dedication to authenticity while embracing modern innovation—offering apparel and accessories that exude sophistication, grace, and style.

Customers First

Customers come first. We prioritize your satisfaction by offering exceptional quality, personalized service, and timeless designs that reflect your style and heritage. Your feedback shapes our collections, ensuring we meet your expectations and exceed them with every experience.

Passionate

We are dedicated to traditional styles and craftsmanship. We are passionate about preserving and celebrating traditional styles and craftsmanship. We are dedicated to creating garments and accessories that honor cultural heritage while embracing modern creativity and innovation. Our passion drives us to deliver timeless fashion that resonates with elegance and authenticity.

See The Future

At Traditional Fashion means embracing innovation while honoring timeless traditions. We envision creating trends that merge cultural heritage with modern aesthetics, ensuring our collections remain relevant and inspiring for generations to come.

Exclusive Brand Stores

Value Proposition

Our value proposition at Ethnic Wear is to offer customers high-quality, handcrafted garments that seamlessly blend traditional craftsmanship with contemporary design. We provide timeless pieces that honor cultural heritage, ensuring exceptional comfort, style, and elegance for every occasion. With a commitment to sustainability and ethical practices, we deliver fashion that celebrates authenticity and supports artisans.

Expansion

New Markets : Entering untapped regions domestically and internationally to reach a broader audience.

E-Commerce : Enhancing our online presence with a user-friendly website and mobile app, offering global shipping. Product Range: Diversifying our collection, which includes all women's ethnic wear.

Collaborations : Partnering with influencers, designers, and local artisans to create exclusive collections and increase brand visibility.

Retail Outlets : Opening flagship stores in major cities and exploring Tier II and Tier III cities.

Pop-Up Stores : Hosting pop-up shops at cultural festivals, fairs, and events to engage directly with customers and boost brand awareness.

Sustainability Initiatives : Investing in sustainable materials and ethical production practices to appeal to ecoconscious consumers and enhance brand reputation.



Store Support



Location Scouting.

Location scouting for Traditional Fashion involves identifying picturesque and culturally rich settings that enhance the beauty and authenticity of our designs.

We seek locations that complement our traditional and elegant aesthetics, providing the perfect backdrop for showcasing our handcrafted apparel and accessories.



Project Team.

The project team for Ethnic Wear comprises the Project Manager overseeing timelines and budgets, Creative Director guiding design fusion, Fashion Designers creating unique collections, Textile Experts sourcing quality fabrics, Tailors and Artisans crafting garments, Marketing Manager promoting the brand, Sales Manager driving revenue, and Quality Control ensuring high standards, ensuring comprehensive projects success.



New Store Opening

The New Store Opening and Operations Team for Ethnic Wear includes the Project Manager, Store Designer, Operations Manager, Inventory Manager, Sales Team Leader, Visual Merchandiser, Marketing and PR Coordinator, IT Support Specialist, Customer Service Representatives, Security Personnel, Finance Manager, and Logistics Coordinator to ensure a successful launch and smooth operations.



Mission 2025

Our single minded goal is to be the largest women's ethnic brand in India which is synonymous with young and confident contemporary women across the country.



5 Exclusive house of Paral Stores across India.



<https://www.houseofparal.com> website build the trust. is a trusted website built to offer a reliable and secure shopping experience.



Own 10% of women's ethnic category sales on online marketplaces.

To establish The House of Paral Fashions as a company that is an equal opportunity employer, with a strong code of ethics and corporate governance, remain a great place to work, and set the foundation for an even larger brand/company.



Because We Love Numbers

80

80k Customers served.

10

Operational Stores.

1

We Are Targeting to Become Segment Leader in Online Marketplaces as Well as Offline.

2

Highest-rated Ethnic Wear website in India on both Android (4.6/5) and iOS (4.8/5).

1

Trying to become the No. 1 choice and the most promising women's ethnic brand in India.

35+

We are Available on all Major MBO's in North.

60

Avg. units shipped per day (90 day avg.)