

INITIATIVE NAME: AYRTON CLOTHING

**FOUNDER'S NAME: AYRTON MAYENGBAM (23)
AND HARCHARAN SINGH (25)**

Life in jeans: Story of perfect denims

Ayrton and his partner Harcharan have created a brand of stylish denims that boasts good quality at affordable rates

To find a good pair of denims that fit you like a dream and are affordable is like hunting for treasure. But no more.

Ayrton along with his partner Harcharan has come up with a platform that provides an exclusive range of good quality denims at an affordable price.

The duo started in 2015 with the pocket money they had saved and has people giving them a 100 reasons why their venture would fail. But the duo never gave up and their hard work finally paid-off and they launched their website in February 2015.

"I grew up as a big fan of Guns 'n' Roses and stylish denims but it was always hard for me to find one which was affordable and of best quality. It was only during the New Year last year to source and sell denims at affordable rates," said Ayrton talking about a reason to start this business.

Ayrton and Harcharan were classmates while pursuing masters in Business Entrepreneurship from EDI, Ahmedabad, and they got together to start the new venture while they were in the last year of their college. Since then the core team has grown to five members and they have partnered with a facility in Ahmedabad to manufacture denims where they employ around 35 people to accomplish the task in an eco-friendly way. The jeans are priced from Rs 1,000 to Rs 2,500, he claimed.

Regarding the financial support Ayrton told that, "I started with my savings and pocket money initially. In November 2015, my mother funded the venture and since then there has been no looking back. The aim is to make an Indian brand for easily affordable denims without compromising with the design and quality."

The young team got very inspired by the Vibrant Gujarat Business Conclave

and decided to start something which will add real value and empower people. The start-up has reached out to about 300 customers till date and they plan to re-launch their brand with many more designs by the first week of July.

"We plan to launch 2-3 new designs every two weeks after the re-launch, so that the audience has sufficient variety to choose from. The manufacturing of the denims is already been done," said Ayrton, who design the denims himself. On facing competition with the already existing brands he said, "How often do you go to the store and find a good Indian brand for denims? Either the price is very high or the quality is not good."



PICS: ANCELA JAMINDAR