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REN LAVO

Made for Every Moment

Refined essentials. Timeless style. Designed for the modern you—wherever life takes you.

[SHOP COLLECTION](#) >

REN LAVO LIFESTYLE PRIVATE LIMITED

Reinventing fashion retail through an AI-powered, omnichannel commerce ecosystem. We blend style, technology, and innovation to deliver a seamless shopping experience rooted in trust, quality, and sophistication.



PREMIUM QUALITY

Finest fabrics and craftsmanship for lasting elegance.



TIMELESS STYLE

Effortless designs that stay relevant, season after season.



ALL DAY COMFORT

Designed for ease, movement, and everyday confidence.



TRUSTED BRAND

Built on trust, authenticity, and customer satisfaction.



SECURE SHOPPING

Safe payments, secure data, and a worry-free experience.

Email: renlavalifestyle@gmail.com

Phone: +91 95170 28501

Website: <https://renlavo.com/>

WHO WE ARE

REN LAVO Lifestyle Private Limited is building a technology-enabled **fashion brand** **focused on the evolving needs of consumers in Tier-2 and Tier-3 India**. We combine quality private-label apparel, data-driven customer insights, and AI-powered shopping experiences to make fashion more personalized, accessible, and affordable.

Our vision is to create a scalable omnichannel fashion ecosystem that seamlessly connects digital commerce, physical retail, and future-ready franchise expansion under one trusted brand.

Vision

To redefine fashion retail in India by creating a technology-driven fashion ecosystem that delivers personalized, affordable, and accessible fashion experiences at scale.

Mission

To leverage AI, data, and omnichannel retail to simplify fashion discovery, enhance customer experience, and build a scalable private-label fashion brand serving the next generation of Indian consumers.

Formal Solid Shirt



Classic Linen



Minimal value edition formals



Evergreen decent casual

PAIN POINTS

- ✓ **Limited Access to Organized Fashion**
95.15% of villages have 3G/4G connectivity, but access to branded and personalized fashion remains limited in many Tier-2 and Tier-3 markets.
- ✓ **Generic Shopping Experience**
Most fashion platforms offer one-size-fits-all recommendations rather than personalized styling.
- ✓ **High Purchase Uncertainty**
Customers cannot visualize fit, style, and outfit combinations before purchase.
- ✓ **Disconnected Online & Offline Retail**
Fashion shopping remains fragmented across stores, websites, marketplaces, and social media.
- ✓ **Limited Use of Consumer Data**
Most regional fashion retailers lack analytics-driven decision-making for inventory, trends, and expansion.

GERMAN JEQUAR

SHIRT STYLE



HOW WE SOLVE

✓ **AI-Powered Fashion Discovery**

Helping customers find the right styles through personalized recommendations and smart product matching.

✓ **Virtual Try-On Experience**

Enabling customers to visualize outfits digitally before purchase, improving confidence and shopping convenience.

✓ **Affordable Private-Label Fashion**

Offering quality, trend-driven apparel at accessible price points for value-conscious consumers.

✓ **Omnichannel Shopping Ecosystem**

Creating a seamless experience across online platforms, social media, marketplaces, and physical stores.

✓ **Data-Driven Retail Expansion**

Using customer insights and demand analytics to optimize inventory, product selection, and franchise growth.



WHY CHOOSE US

- ✓ **AI-Powered Fashion Recommendations**
Helping customers find styles that match their preferences and needs.
- ✓ **Virtual Try-On Experience**
Allowing customers to see how outfits may look before making a purchase.
- ✓ **Affordable Private-Label Fashion**
Offering quality, trend-driven fashion at accessible prices.
- ✓ **Smart Business Decisions Through Data**
Using customer insights and market trends to improve products and inventory planning.
- ✓ **Scalable Franchise Expansion**
Building a structured retail network that can grow across Tier-2 and Tier-3 cities.

Print Shirt Collections



Hawaii shirts



CORE OFFERINGS

Offering	Description
Premium Men's Apparel	A curated range of shirts, polos, trousers, blazers, and everyday fashion essentials designed to deliver style, comfort, and value.
AI-Powered Style Recommendations	Intelligent product suggestions tailored to individual preferences, purchase history, and shopping behavior.
Virtual Try-On Experience	Interactive technology that enables customers to visualize outfits digitally before making a purchase.
Omnichannel Shopping Experience	A seamless shopping journey across retail stores, website, mobile platforms, social media, and online marketplaces.
Franchise Business Opportunities	A technology-enabled franchise model offering entrepreneurs a scalable and profitable retail business opportunity.

OUR PRODUCTS



OUR PRODUCTS

ALL OVER EMBROIDERY CONCEPT



Embroidery Collections



Embroidery concepts



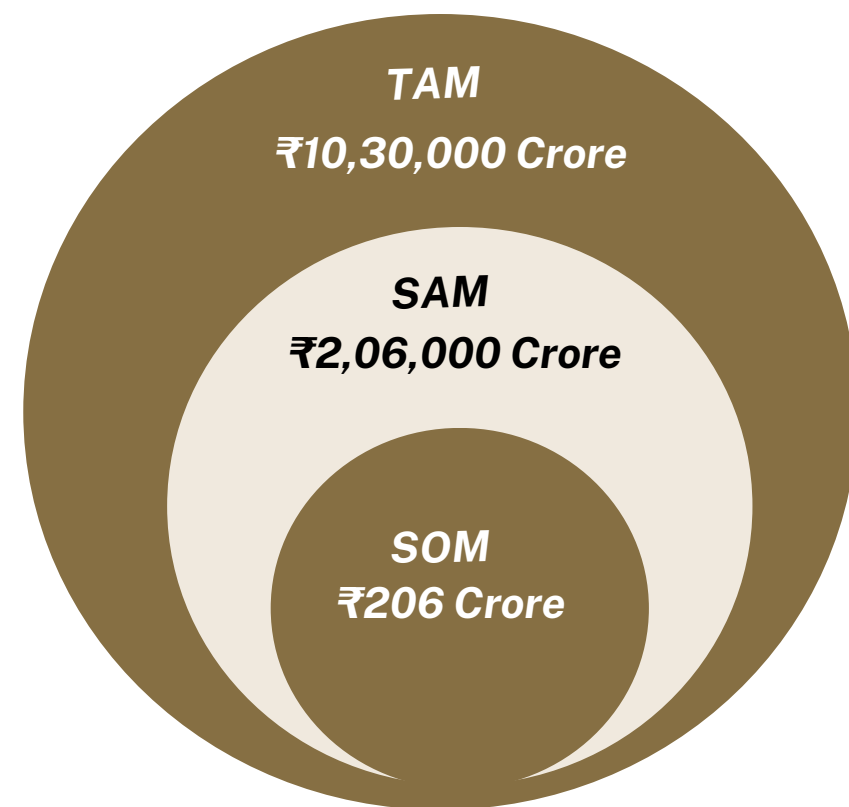
Fabric patching creations

CASUAL WATER PRINT SHIRT



MARKET POTENTIAL

India's apparel and fashion market is one of the largest consumer categories in the country, driven by rising disposable incomes, rapid digital adoption, growing fashion awareness, and increasing demand from Tier-2 and Tier-3 cities. The shift toward organized retail, e-commerce, and personalized shopping experiences creates a significant opportunity for technology-enabled fashion brands such as REN LAVO.



Amount in INR



TARGET AUDIENCE

Young Professionals (22–40 Years)

Fashion-conscious working individuals seeking quality and affordable apparel.

Tier-2 & Tier-3 City Consumers

Growing middle-income customers seeking branded fashion experiences.

Value-Conscious Fashion Buyers

Customers looking for stylish, quality products at accessible price points.

Franchise & Retail Partners

Entrepreneurs interested in operating technology-enabled fashion retail stores.



MARKET VALIDATION & EARLY PROGRESS

- ✓ **Retail Industry Experience**
Founder brings hands-on experience in menswear franchise and store operations.

- ✓ **Operational E-Commerce Platform**
Website launched with an initial catalog of 12 fashion products across multiple categories.



- ✓ **Accessible Product Portfolio**
Products currently priced between ₹499 and ₹6,999, addressing both value-conscious and premium customers.
- ✓ **Vendor-Led Supply Network**
Vendor ecosystem identified to support private-label sourcing, inventory management, and future scale-up.

REVENUE MODEL

Fashion Product Sales

Revenue from selling shirts, polos, trousers, blazers, footwear, and accessories under the REN LAVO brand.

Retail Store Sales

Revenue from customers purchasing products through REN LAVO retail stores.

Franchise Revenue

Revenue from franchise partners joining and operating REN LAVO branded stores.

Customized Fashion Orders

Additional revenue from customized products designed according to customer preferences.



GROWTH STRATEGY

✓ **2 Pilot Stores**

Launch and optimize 2 company-owned stores to validate demand and operations.

✓ **Digital Commerce Growth**

Scale sales through the website, Instagram, Meta Ads, Amazon, Flipkart, Myntra, and Meesho.

✓ **Vendor-Led Expansion**

Use vendor-based sourcing and manufacturing to scale inventory efficiently.

✓ **₹5 Lakh+ Monthly Store Target**

Build sustainable store economics through offline sales and digital customer acquisition.

✓ **Franchise-Led Growth**

Scale through a ₹15 lakh franchise model with a long-term vision of a 50-store network.



COMPETITIVE LANDSCAPE

Parameters	REN LAVO	Snitch	The Bear House	Zudio	Ajio	Reliance Trends
AI-based virtual try-on roadmap		x	x	x	x	x
Focus on Tier-2/3 franchise-led growth		x	x	x	x	x
Affordable private-label fashion						
Online + offline sales model				x		
Personalized styling focus			x	x		x
Vendor-led asset-light sourcing		x	x	x	x	x
Custom fashion order potential		x	x	x	x	x
Early-stage grant-backed innovation focus		x	x	x	x	x

GROWTH ROADMAP

Leveraging premium menswear, AI-powered personalization, and an omnichannel retail approach, we are creating a scalable fashion brand built for the modern Indian consumer.

Timeline	Key Milestone	Target Outcome
2026	Brand Foundation & Market Expansion	Strengthen product portfolio, expand distribution channels, and establish a strong presence in key cities.
2027	Franchise Model Development	Launch and optimize the franchise model while increasing brand visibility through marketing and retail partnerships.
2028	National Brand Recognition	Expand into multiple states and achieve a position among the Top 20 Men's Clothing Brands in the premium formal shirts and t-shirts segment.
2029	Rapid Franchise Expansion	Scale operations across India with a strong focus on Tier 1 and Tier 2 cities, targeting 60+ franchise outlets.
2030	Pan-India Retail Network	Establish 100+ franchise stores nationwide, creating a strong retail footprint and becoming a recognized national menswear brand.

UNIT ECONOMICS

Single Franchise Unit Economics	
Particulars	Amount (₹/Month)
Monthly Sales Target	500,000
Franchise Partner Margin (30%)	150,000
Store Rent	40,000
Staff Salary (3 Staff)	40,000
Electricity & Miscellaneous Expenses	10,000
Tea, Water, Cleaning, Stationery & Wi-Fi	10,000
Total Operating Expenses	100,000
Net Profit to Franchise Owner	50,000

Franchise ROI Analysis	
Particulars	Value
Initial Investment	₹12,00,000
Monthly Profit	₹50,000
Annual Profit	₹6,00,000
Payback Period	~2 Years
Annual ROI	50%

Annualized Financial Performance	
Particulars	Amount (₹)
Annual Revenue	24,000,000
Annual Gross Margin	16,800,000
Annual Operating Expenses	7,800,000
Annual Net Profit	7,800,000
Net Profit Margin	32.50%

WHAT SHOPPERS SAY



"The casual shirts are perfect for summer. Great fit and the fabric is breathable. Fast delivery too."



Rahul S.
Regular Shopper



"Bought the navy bomber and chinos. Both look premium for this price. Very happy with the purchase."



Aditya K.
Verified Buyer



"Love the jeans selection. True to size and comfortable. The cargo pants are my new favorite."



Nikhil P.
Style Fan

PROMOTERS

Sachin Kumar Pandey

India

Shareholding of 90%

Prabhakar Shukla

India

Shareholding of 10%

CONTACT US

REN LAVO Lifestyle Private Limited

Building an AI-Powered Fashion Commerce Brand for Emerging India

REN LAVO is creating a scalable fashion-tech platform by combining affordable private-label fashion, virtual try-on, omnichannel retail, and franchise-led expansion.

Email: official@renlavo.com

Phone: +91 95170 28501

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**AI-Enabled Shopping | Private-Label Fashion | Online +
Offline Retail | Franchise Scalability | Tier-2/3 Market Focus**

