

D2C Fashion Brands Embrace Rapid Delivery Amid Shifting Consumer Demands



Direct-to-Consumer (D2C) fashion brands in India are experiencing a notable surge in daily orders fulfilled through their proprietary quick delivery networks, driven by an escalating consumer preference for rapid access to trendy apparel. Leading brands like NEWME, Snitch, and Libas have reported a significant increase, ranging from 12% to 50%, in daily quick orders since piloting this expedited fulfillment model. This shift highlights a growing trend in the fashion retail landscape, where immediacy and convenience are becoming paramount.

The demand for swift delivery in fashion mirrors a broader consumer expectation for instant gratification, a phenomenon largely spurred by the rise of quick commerce in other sectors such as groceries and food. D2C fashion brands, by directly managing their supply chain from manufacturing to the customer's doorstep, are uniquely positioned to capitalize on this demand. This direct engagement not only enhances profit margins by cutting out intermediaries but also provides greater control over the entire customer experience, from personalized recommendations to post-purchase support.

To meet the burgeoning demand for quick deliveries, D2C fashion brands are strategically adapting their logistics. Many are transforming their existing offline retail outlets into micro-fulfillment hubs. Libas, an ethnic and fusion wear brand, which began testing direct quick deliveries in April, now sees 40-50% of its daily store orders fulfilled through this route, with approximately 30% of its offline stores serving as micro-fulfillment centers. Arun AB, VP-EBOs at Libas, noted, "This hybrid model (hub+store) allows us to maximize the utility of existing infrastructure and workforce while enabling faster stock rotation, maintaining freshness of merchandise, and unlocking multiple avenues for inventory liquidation."

Similarly, Bengaluru-based menswear brand Snitch is fulfilling 12-15% of its daily online orders in the city via quick delivery, utilizing 13 of its 68 nationwide outlets as active micro-fulfillment hubs for deliveries within 60 minutes or the same day. NEWME is also expanding its direct fulfillment infrastructure, operating three Bengaluru outlets as micro-fulfillment hubs, with a fourth soon to be operational, alongside two dedicated dark stores in the city.

While many D2C brands maintain a presence on quick commerce aggregator platforms such as Zepto, Blinkit, Flipkart Minutes, and Myntra Now, the increasing emphasis on direct fulfillment is driven by improved unit economics and greater control over the entire delivery process. The burgeoning investor interest in rapid fashion aggregator platforms highlights the market's trajectory. Companies like Mumbai-based KNOT, offering 60-minute delivery with doorstep try-and-buy, recently raised \$3 million, while Slikk secured \$10 million in a round led by Nexus Venture Partners, signaling a robust future for rapid commerce infrastructure in fashion and beauty. This trend indicates a strong strategic pivot towards integrated logistics to cater to the evolving demands of the modern consumer.