

TULIP COMFORT TO TRAVEL IN!

Three years ago, author-filmmaker-musician Vandana Kohli started a stretch apparel brand to travel-work in. Below are snippets from a chat with her.

Why did you turn entrepreneur to launch Tulip Comfort Wear?

I couldn't find comfort that was smart and stylish at the same time. TCW fills that gap.

What makes you different from athleisure brands?

Our cuts and fabric, mostly cotton-rich stretch fabric for hot weather, and all-day styling for work-travel-lunch. You can sleep on a long flight in Tulip Comfort and go to a meeting straight off. An ultimate versatile product.

What's the response been like?

Phenomenal! More than half our client base are repeat clients. Some have bought over a dozen times from us.

What brings them back?

Unexpected comfort with style! And our sizes for the Indian body. Clients are delighted at how well TCW fits and feels, particularly for travel.

Any outlets?

We supply to multi-designer stores in Bengaluru, Chandigarh, Panipat and Delhi. We have our own store at Shahpur Jat in Delhi.



**Vandana Kohli,
Founder-Director
Tulip CW**

Any plans to expand?

We're looking for partners in Mumbai and Kolkata. We have a great client base through exhibitions. Upcoming exhibition is on March 18-19 at Nehru Centre, Worli.

Have you added to your collection?

A menswear section and the softest denim around. The denim collection is a frontrunner at our exhibitions for both men and women!

*For more information, visit:
www.tulipcomfort.com*