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# ELLE

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29  
PEOPLE  
WHO OWNED  
2025

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*Team ELLE curates the voices shaping culture across  
generations, genres and perspectives*

# The ELLE Collective



VANDANA  
KOHLI

**V**andana Kohli built Tulip Comfort Wear out of a simple but stubborn question: why can't one outfit carry a woman through travel, meetings, errands and rest without sacrificing style. Rooted in empathy and real-life use rather than trend cycles, her brand treats comfort as smart design and emotional ease. As part of The ELLE Collective, she represents a quietly radical idea: when clothes stop fighting your body and your day, you finally have room to focus on the life you actually want to live.

**ELLE: Tulip Comfort Wear was born from a personal need.**

**When did you realise it could become a brand?**

**Vandana Kohli (VK):** I wanted to stay in one outfit all day—travel, meetings, errands, rest—without thinking about changing. I couldn't find clothing that was both chic and genuinely comfortable. When I made it for myself, and others started asking where they could buy it, I knew the need wasn't just personal. That's when Tulip Comfort Wear was born.

**ELLE: Comfort has long been treated as secondary in women's wear. How did you approach changing that narrative?**

**VK:** Comfort has often been associated with inactivity. Tulip Comfort redefines it as an ability. We design smart, well-structured clothing that supports movement, efficiency and rest—without compromising dignity or style. Comfort here is not an afterthought; smart comfort is the foundation.

**ELLE: As a founder, how involved are you in the product design and development process today?**

**VK:** From the start, as the first client, I design by living in the clothes. If a garment doesn't support ease, efficiency and confidence in real life, it doesn't make the cut. That involvement keeps the brand authentic.

**ELLE: What were some of the less visible challenges you faced while building Tulip Comfort, and how did you navigate them?**

**VK:** Manifesting a brand is tougher than one may imagine. Manufacturing is a challenge. These require persistence. Also, for growth, I chose the quieter, more consistent route of exhibitions and in-person sales, even though louder, faster online options exist. I don't bother with the gloss; all effort goes into the product itself. I

lean toward trusting instinct over noise. Growth doesn't need drama—it needs integrity.

**ELLE: How has your definition of success evolved?**

**VK:** Success for Tulip Comfort has always been hearing a woman say she feels physically free, emotionally unburdened and ready for her day and for herself. Today, it also means growing across ages and categories without losing that core truth.

**ELLE: The ELLE Collective celebrates individuals building meaningful, impact-driven brands. What does being part of this list represent for you and your journey with Tulip Comfort?**

**VK:** It is deeply affirming and a cause for celebration! The recognition isn't just for Tulip Comfort Wear as a brand, but for its philosophy—rooted in empathy, intelligence and active living. Those values guide every step of this journey. ♦