

BLUORNG

Elevating Bluorng: Brand Identity Through Innovation and Storytelling

This presentation delves into how Bluorng, a premium Indian streetwear brand, can enhance its brand identity by leveraging innovative product designs and rich cultural narratives. Join us as we explore strategic insights and actionable solutions for overcoming brand challenges.



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Bluorng Case Study Agenda Overview

A comprehensive look at Bluorng's challenges, strategies, and industry position

1 Company Overview

6 Problem Statement

2 Challenges and Objectives

7 Proposed Solutions

3 SWOT Analysis

8 Likely Outcomes

4 Competitor Analysis

9 Conclusion

5 Industry Analysis

Company Overview

- Founded in 2020 by Siddhant Sabharwal and Mokam Singh, alumni of Pearl Academy, Delhi
- A homegrown, premium streetwear brand based in Delhi
- Specializes in unisex, emotionally expressive streetwear
- Known for original, handcrafted designs and a strong focus on quality over quantity
- Operates on a drop model.
- Built a loyal community through storytelling-led fashion, Instagram-first visibility, and physical studios
- Named GQ India's Streetwear Label of the Year in 2023
- Completely self-funded



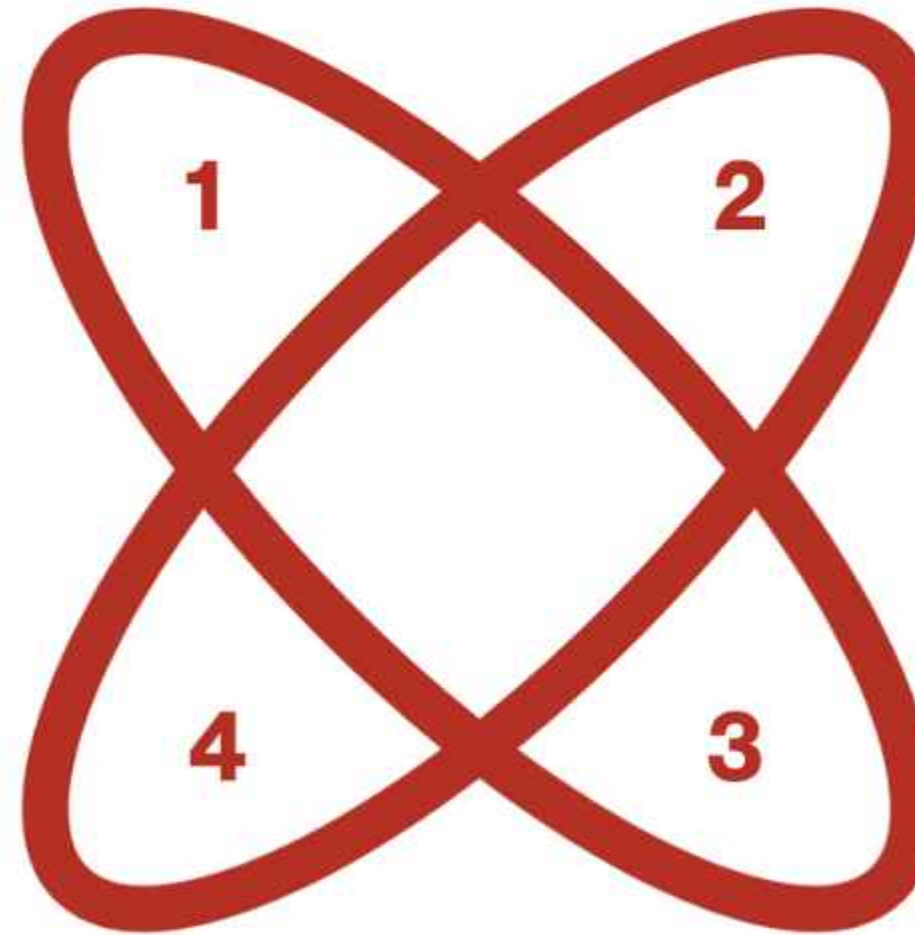
Navigating Challenges and Setting Objectives for Bluorng

Expand Product Universe

Align products with Bluorng's aesthetic tone.

Female Consumer Underrepresentation

Need more products for female-identifying consumers.



Deepen Brand Storytelling

Transform products into immersive narratives.

Geographic Penetration Issues

Limited geographic penetration beyond Delhi, with weak offline presence in Tier 1 and Tier 2 cities despite rising demand for homegrown streetwear

SWOT Analysis of Bluorng: A Deep Dive

Exploring strengths, weaknesses, opportunities, and threats for strategic growth in the fashion industry.

Strengths

1

Distinctive Brand Identity
Founders with Deep
Creative Vision
Premium Quality and
Craftsmanship
Cult-like Community and
Brand Loyalty
Recognition and Credibility

Weaknesses

2

Limited Product Range &
Gender Imbalance
Low Operational Scalability
Underdeveloped Retail
Footprint
Overreliance on Instagram
for Marketing
No International Distribution
or Logistics Infrastructure

Opportunities

3

Expansion into Tier 1 and
Tier 2 Cities
Launch of Female-Centric
Product Lines
Creator-Led and Cultural
Collaborations
Interactive Packaging and
AR Integration
Sustainable Fashion
Leadership

Threats

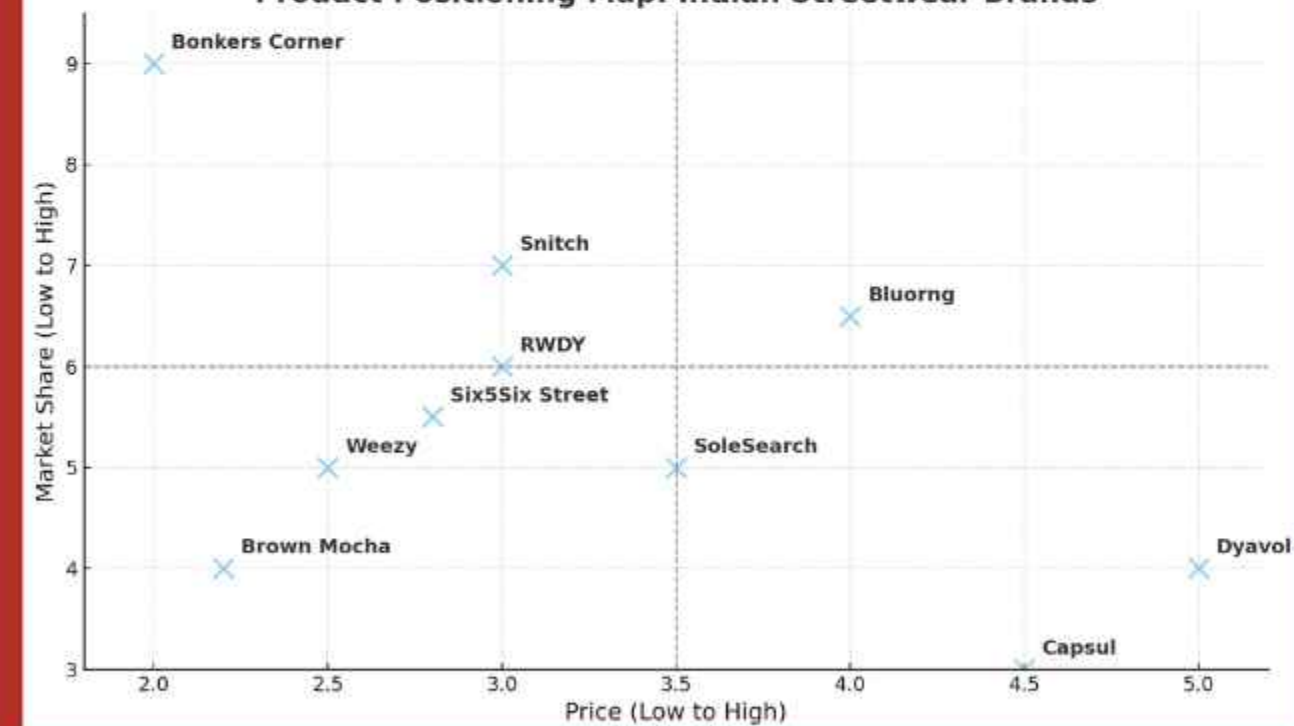
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Rising Competition in Indian
Streetwear Market
Trend Saturation and
Copycat Risk
Economic Sensitivity to
Premium Pricing
Platform Dependency Risk
Cultural Shifts Toward
Minimalism

Understanding Competitor Dynamics

A deep dive into brand positioning and market share insights

Product Positioning Map: Indian Streetwear Brands



1

Bluorng Wins in Premium-Value Perception.

Bluorng has established itself as a leader in premium perception, appealing to consumers seeking quality over quantity.

2

Bonkers Corner Dominates Volume, Not Depth.

While Bonkers Corner captures mass market share through low pricing, Bluorng's niche appeal builds stronger community loyalty in the long run.

3

Dyavol Is High Price, Low Impact.

Despite its high price point, Dyavol struggles to make a significant cultural impact, limiting its market reach and effectiveness.

4

Mid-Market Players Are Vulnerable.

Brands like RWDY and Snitch may have scale, but their lack of brand distinctiveness leaves them vulnerable in a competitive landscape.

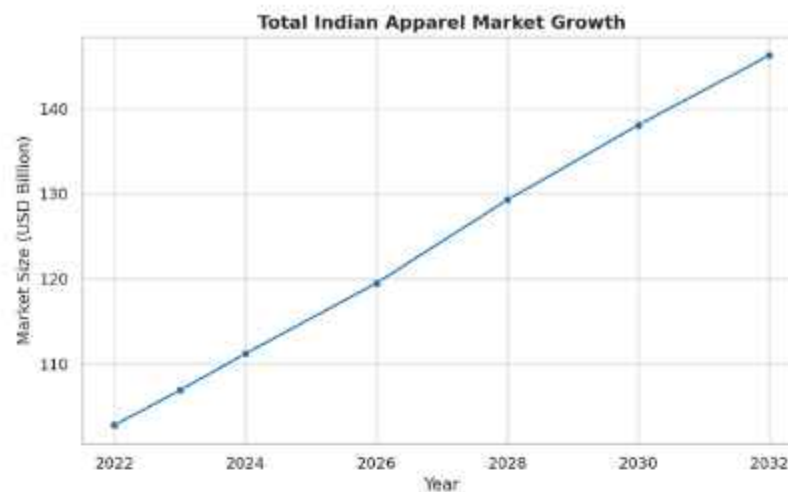
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Lifestyle + Female-Centric Space Is Wide Open.

There is a significant opportunity for brands to innovate in lifestyle and female-centric spaces, catering to a currently underserved market.

Future Market Trends and Opportunities

Exploring growth in lifestyle products and formal retail sectors through innovative strategies.



4% CAGR

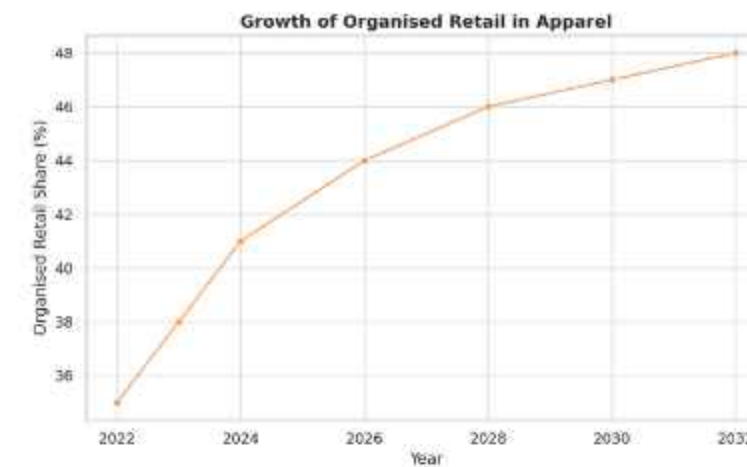
Steady market growth

The market is expected to grow consistently.

\$102.8B in 2022

Current market size

The market starts strong with substantial size.



\$3.2B by 2032

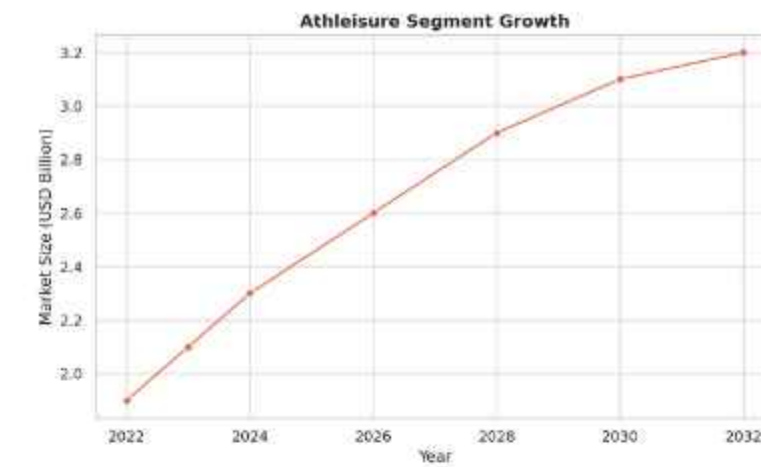
Lifestyle product surge

Lifestyle products will see significant growth.

\$146.3B by 2032

Projected market value

The market value is set to increase significantly.



35% to 48%

Formal retail increase

Formal retail is maturing and expected to rise.

\$1.9B in 2022

Lifestyle market base

The lifestyle market has a solid starting point.

”

Problem Statement

How can Bluorng strengthen its brand identity by expanding into female-focused and lifestyle product categories?



Proposed Solutions

1. Launch an accessories line (lipstick holders, sculptural phone cases, wearable charms)

- Extends the brand's emotional storytelling into everyday lifestyle use
- Taps into underrepresented product categories with high female appeal
- Can use photogenic drop campaigns & creative influencer UGC to spark organic buzz (e.g. Rhodes phone case virality)

Lipstick Holder



Phone Case



Waist Chain



Proposed Solutions

2. QR-coded packaging with Spotify drops (each tee links to a custom soundtrack or vibe poem)

- Deepens product storytelling, making each item part of a full sensory narrative
- Creates personal, mood-based experience aligned with identity dressing
- Adds collectability + “secret” music drops that spread via word-of-mouth (perfect for reels & TikToks)



Proposed Solutions

3. Emotional vending machines or art installations (public, temporary installations that sell mystery merch)

- Makes Bluorng feel like an underground movement, not just a brand
- Guerrilla tactic that generates surprise, queues, and viral photos (think Billie Eilish perfume machines)
- Should put them inside night clubs and bars to encourage impulse purchases. Plus, that's where its target customers would be.



Anticipated Outcomes for Bluorng's Growth

Exploring key results in customer acquisition, brand visibility, and engagement

1

Increased Customer Base & Sales Volume

- +35% increase in female customer acquisition within 6 months
- +25% growth in total online sales, driven by lifestyle products and lower price-point accessories expanding the buying funnel
- +12% increase in repeat purchase rate due to emotionally resonant packaging and collectible drops

2

Improved Brand Engagement & Recall

- +3.5x higher Instagram story shares per drop via QR-coded mood playlists linked to merch
- +40% increase in time spent per packaging interaction, enhancing unboxing experience and brand memorability
- Spotify-linked tees expected to generate 15K–20K playlist scans/month organically from UGC

3

Stronger Brand Differentiation & Cultural Visibility

- Vending machine pop-ups projected to generate 500–700 new footfalls per event, with ~20% conversion rate
- TikTok/Reels guerrilla activations expected to increase organic reach by 150–200%
- Gain earned media coverage in 5–8 fashion/creative culture outlets within the first year

Conclusion



- Bluorng's next chapter lies in expanding expression—through female-first products, lifestyle accessories, and emotional experiences.
- It becomes a movement.
- These changes strengthen identity, spark culture, and keep Bluorng exactly what it was meant to be—unforgettable.

Not just worn. Felt.

Resource Page

1. Bluorng Website - https://bluorng.com/?srsltid=AfmBOooOvKVyvCkoWbeTWQFtMa0ZiE_wG4apxR_g2ndZld30M9tTs1nM
2. Other Domestic Brands - <https://homegrown.co.in/hgstreet/9-indian-streetwear-labels-their-explorations-with-identity-and-culture>
3. Fashion Industry Analysis - <https://www.ibef.org/blogs/fashion-forward-an-analysis-of-india-s-growing-apparel-market>
4. Industry Analysis - <https://fashionunited.in/statistics/fashion-industry-statistics-india>
5. Market Outlook - <https://www.kenresearch.com/industry-reports/india-fashion-market>