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## Empowering Comfort: Crafting Nykd by Nykaa's Digital and Brand Identity

### Use Case

D2C Intimate wear  
Sleepwear, Activewear  
Other Nykaa private labels

### Scope

Website UI/UX  
Brand development and communication

### Industry

D2C Fashion retail (primarily intimate, sleep and active wear)

### Tools Used

Shopify  
Figma  
Node.js



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## The Challenge/ Problem

Nykaa launched **Nykaa Fashion in 2018**. In the next couple years, they identified a critical gap in the market – **quality lingerie at great prices** to satisfy the demands of the Indian women, leading to Nykd by Nykaa. STC managed the **website building** and **brand communication**.



### 01

Nykd was **one of Nykaa's first private brands** in the fashion space after their success with private labelling in the BPC segment

### 02

The website had to be **coherent with Nykaa's brand language** and design, appealing to the customer and giving a distinct vibe than the competition

### 03

The brand had to be **at par with established players** like Amante and Zivame, hence Nykd needed a strong and trustworthy brand language.

### 04

A major segment of lingerie purchasers in India are **unaware of proper bra fitting** and changes in bra sizes.

## Client Overview

Nykaa is a well-known D2C company offering beauty products, from affordable to luxury brands. In 2018, Nykaa expanded into fashion and private labels like Twenty Dresses and Dot&Key.

**In 2020, Nykd was launched under the Nykaa House of Brands,** aiming to bring quality lingerie to Indian women in all body shapes. It offers a range of products, from bras and panties to sleepwear and athleisure across all sizes at competitive prices.

Aiming to bring convenience and awareness to quality lingerie shopping, Nykd has expanded across channels - D2C website, marketplaces, and offline stores.



## Brand Key Stats

Nykaa leveraged its experience in educating and supporting women in India's underdeveloped beauty market to enter the lingerie segment, which is complex and lacks awareness. The brand has established itself in the intimate wear space in India, which were reflected in the numbers.

# ~1Mn

Unique customers who trusted Nykd

Massive customer base gained via 1000+ touch points including marketplaces and offline brand outlets

# ~20%

Repeat rate from women who believe in Nykd

High repeat order rate due to its value-for-money proposition, which reflects in its e-commerce rankings

# 250%

CAGR in 2023, achieved in 2.5 years

From 4 Cr in FY21 to 85 Cr in FY23, Nykd has grown despite being a young brand in a complex category

Source: Nykaa Investors Reports and Presentations

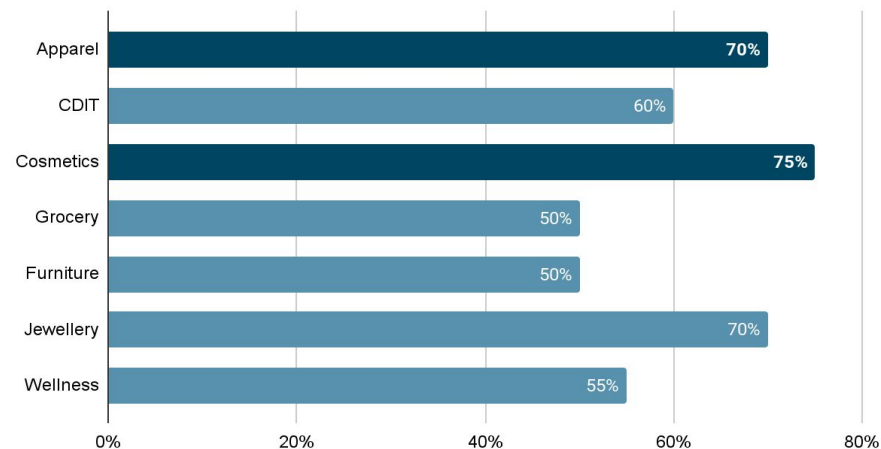
## Market Overview – Private Labeling

Private labeling is the practice where **retailers sell products under their own brand name** rather than the manufacturer's. This allows them to provide **value-for-money alternatives** to traditional brands, while maintaining control on production, costs, quality and pricing.

- Private labels in India reached a **38% CAGR since 2016** versus 19% growth in organised retail, with a market size of **₹2.94 lakh Cr in 2022**.
- Private labels allow retailers to gain **25% to 55% margins**, much higher than the general 10% to 20%.
- Private labels are crucial to the Indian apparel sector, at around **21% of total sales**, with the textile-apparel industry at **\$220bn by 2020**.
- By 2030, private labels are expected to gain **30–40% of the Indian retail market**, hence playing a crucial role in consumer preferences.

Source: <https://www.statista.com/topics/8166/private-labels-in-india/#statisticChapter>,  
<https://inc42.com/features/can-private-labels-become-big-enough-to-make-ecommerce-profitable-in-india/>

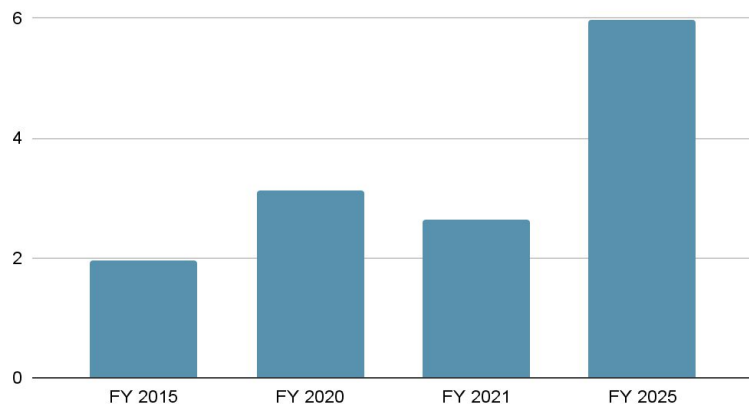
Share of repeat purchases of private labels on select platforms



## Market Overview – Innerwear in India

The Indian lingerie market is rapidly evolving subject to **consumer preferences** and **rising disposable incomes**. This demand for **quality, well-fitted innerwear** is being served by **D2C brands like Nykd** and Zivame. The trend extends to activewear with brands like Adidas.

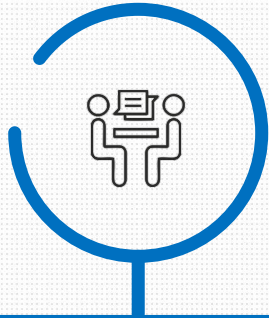
Market size of women's inner and activewear apparel in India (in USD Bn)



- The Indian innerwear market, valued at **Rs 61,091 Cr in 2023**, is projected to reach **Rs 75,466 Cr by 2025**, with an **11.2% CAGR**.
- Women's innerwear accounting for **60% of the market**, is expected to grow at a **13% CAGR**, particularly the **mid and premium segments**.
- The global lingerie market is projected to grow from **USD 94.78 bn in 2024** to **USD 142.44 bn by 2029**, with **Asia-Pacific** leading growth.
- Themes of **body positivity** and **size diversity** are gaining importance.
- India's Night & Underwear market is expected to generate **US\$1.06 bn in 2024**, with a **5.23% CAGR**

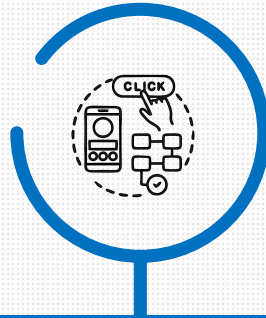
Sources: <https://www.statista.com/statistics/1328575/india-women-s-innerwear-and-activewear-market-size/>, <https://univdatos.com/report/india-lingerie-market/>

## Process and Solution



### BEGINNING

- Private label by Nykaa Fashion
- Needed D2C website development and brand scaling
- Initial discovery session to understand requirements and scope



### STRATEGY

- Implementing brand communication into the website design
- Integration with Nykaa's brand and ecosystem
- Bra advisor algorithm to help women find the right size



### ENHANCEMENT

- Metrics: Conversion, AOV, bounce rate, etc.
- Optimize UI/UX flows for best user journey and speed
- Revamping the UI to a premium experience
- Seamless integration across all Nykaa private labels



### CONCLUSION

- Shopify-based D2C website launched
- Maintaining and enhancing platform capabilities
- Adding a key feature to educate and help women in bra sizing



## Key Findings

### Requirement of a brand that simplifies lingerie

- Indian lingerie market is unorganized, complex, and the customer lacks awareness

### Need to education Indian women about bra fitting


- 80% Indian women wear an incorrectly fitted bra, and can benefit from a bra advisor and size calculator

### Alignment of brand with the Nykaa ecosystem

- Customer should be able to find synchronized order history and information across all Nykaa-associated platforms

### Integrating third-party platforms

- Third-party platforms like those for supply chain and customer support had to be integrated



## Bra Advisor

80% of women wear wrong bra size  
The other 20% asked us.

- 01  
Take the quiz  
in less than 3  
minutes
- 02  
Shop picks in  
your perfect  
size
- 03  
Feel great in  
new favourite  
bra

TAKE THE QUIZ

## Our Solution

Seventh Triangle built a D2C website for Nykd through Shopify and integrated the various features and tools into the platform in a manner that fit perfectly into the Nykaa ecosystem and House of Brands.



### Building unique features

- **Curating questions** with help from stakeholders to understand customer's needs and building a logic to **suggest the perfect bra type and size**
- **'Find Your Style'** section for customers to explore styles that give them the comfort and confidence they deserve



### Brand development and overall integration

- Aligning the **brand language** for Nykd and Nykaa, integrating the brand mission to make innerwear shopping comfortable and convenient
- Revamping the account and orders sections across all Nykaa platforms for seamless and **hassle-free customer access** to information



### Third Party Integration and design revamp

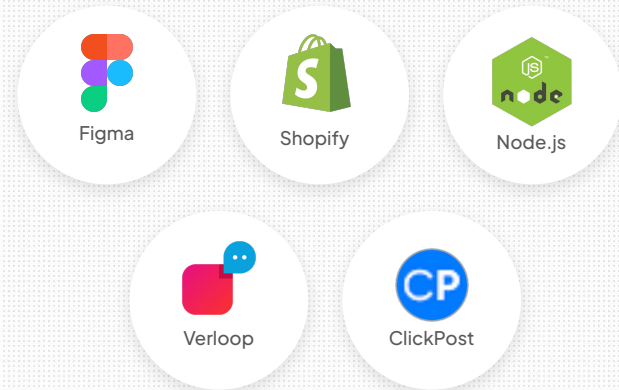
- Integrated external tools like **Verloop** for customer support and **Clickpost** for backend supply chain management
- Website was revamped and optimized for **smooth operations** and **curate a smooth purchasing experience** for the consumer

## Tools & Technologies

By leveraging the following tools and technologies, Seventh Triangle was able successfully address the requirements and challenges faced by Nykd by Nykaa, leading to the creation of a user-friendly and efficient platform.

### Developing a Shopify-based front-end website for Nykd and working on scaling and brand development.

- The website integrates differentiating features like Bra Advisor and 'Find Your Style' sections.
- It blends into the Nykaa House of Brands with seamless integration of customer information across all Nykaa platforms.
- Third-party tools for operations management and customer support were integrated to enable smooth operations and user journey.
- This website, along with other private labels too were redesigned and revamped to a consistent brand experience that added value to the lives of Indian women.



## The Result/ Impact

As a result of this project, STC successfully helped Nykaa launch the D2C website for its inner wear private label brand Nykd. We were able to design the website and integrate features in a way that communicated Nykd's mission, and become a major brand in the inner wear industry in India.

# 3.5

ROAS, and 2.6%  
Conversion rate

Nykd has seen healthy metrics on its D2C platform as a young brand, indicating future growth potential

# 11k+

Average order volume per  
month

11,000+ avg. monthly orders just through the website, at an average order value of over Rs.1000

# 76%

Average first time  
customer sales per month

Rising brand awareness and growing trust among consumers about the brand

Source: Nykaa Investors Reports and Presentations

Seventh Triangle



Building Intelligence

***“Alone we can do so little;  
together we can do so much”***