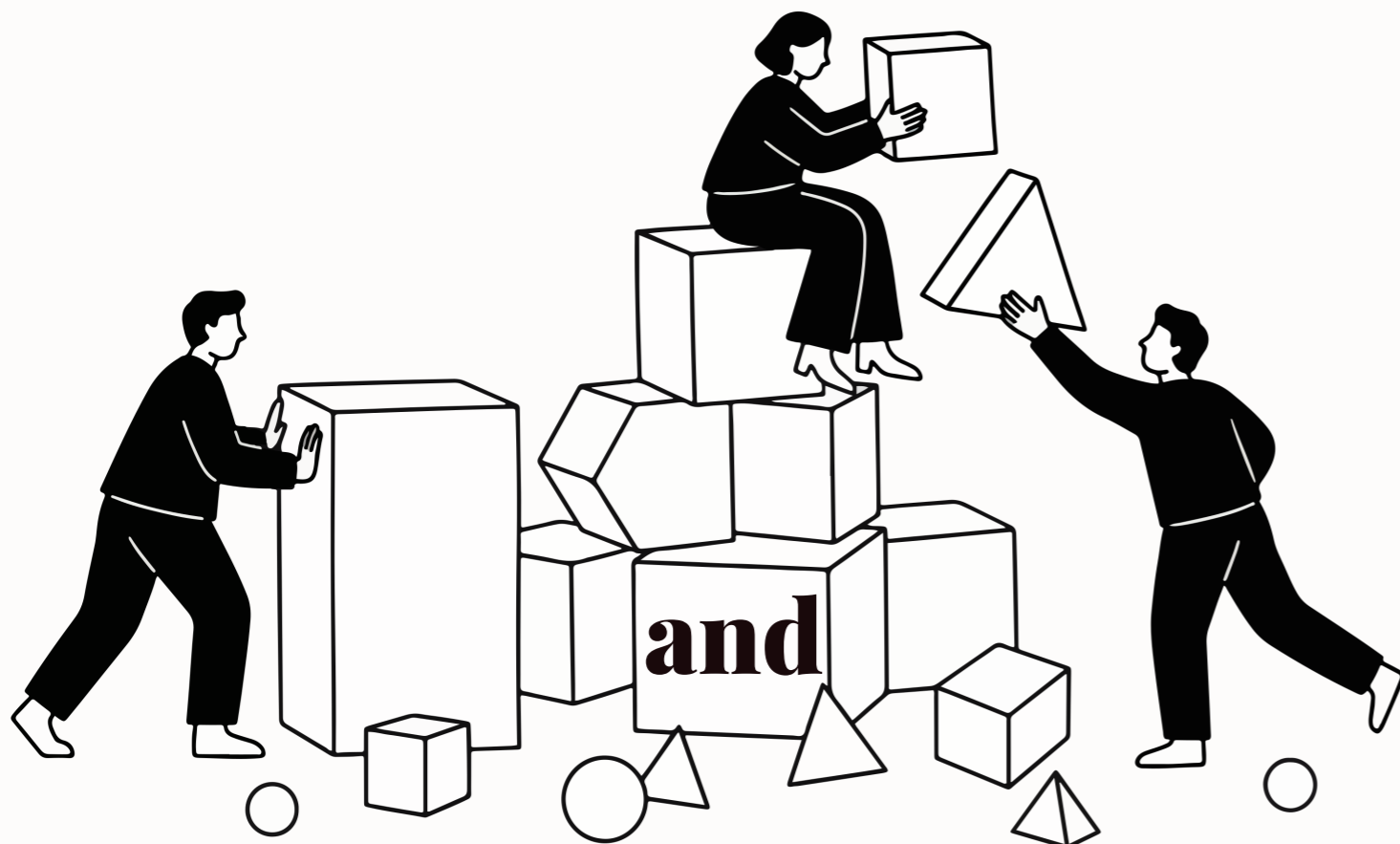


# Entrepreneurial Journey



# Industry Perspective

Growing up in a middle-class family where values mattered more than wealth, his early years were shaped by simplicity and perseverance. His father, a schoolteacher, instilled in him a deep respect for patience, hard work, and grounded living.

He followed a conventional path, pursuing engineering and post-graduation, and built his career with HCLTech, where he rose to leadership roles managing global teams. Yet, beyond professional growth, a deeper question continued to evolve—what truly defines success?

The answer began to take shape during a pivotal phase of his life. As opportunities for international relocation emerged, his responsibilities at home became more profound. With the birth of his son, Adit, a special child who brought a renewed sense of purpose and perspective and his father's transition into retirement, Vaibhav chose to re-evaluate his path. He made a conscious decision to prioritise family, remain rooted in India, and build something meaningful closer to home.

This decision marked the beginning of his entrepreneurial journey. In 2017, he founded Lujo Trends Pvt. Ltd. from a modest rented basement in Noida, without any external funding.

From the very beginning, the organisation adopted a people-first approach, working with full-time employees rather than contractual labour, with a focus on ensuring job security in an otherwise highly unorganised industry.

Today, Lujo Trends has evolved into a multi-brand organization with over 100 associates and brands such as Hirolas, Guava, and Aady Austin, with a strong presence across both offline and online channels. Guided by a clear vision, the company remains committed to promoting the spirit of “Make in India”, building products that are designed and developed for Indian consumers with global aspirations.

Vaibhav believes that the future belongs to brands that can balance affordability with quality, and scale with responsibility. Beyond business, his journey continues to be guided by a strong sense of giving back to society through meaningful initiatives.

### Industry Perspective: Navigating Global Uncertainty in Footwear Sector

“In uncertain markets, it’s not the fastest-growing brands that win, but the most disciplined ones.”

The current global landscape presents a complex challenge for footwear manufacturers and emerging brands. Raw material prices are increasingly volatile often behaving like commodities such as gold or crude oil. Geopolitical tensions, inflationary pressures, rising cost of living, and increasing labour costs are directly impacting manufacturing economics.

In such an environment, aggressive scaling and high inventory creation can quickly become liabilities. The need of the hour is not just growth, but disciplined and sustainable growth.

For footwear brands and manufacturers, this calls for a strategic shift:

- Avoid overproduction to minimise dead inventory and working capital blockage.
- Focus on fast-moving designs aligned with real consumer demand.
- Improve seasonal planning accuracy to ensure better sell-through and reduced markdowns.
- Build supply chain agility to respond quickly to cost and demand fluctuations.

In Vaibhav Mittal’s view, the brands that will lead in the coming years will not necessarily be the ones that scale the fastest, but the ones that scale the smartest—balancing cost, demand, and operational efficiency.



**Mr. Vaibhav Mittal**  
Entrepreneur,  
Lujo Trends Pvt. Ltd  
(Brands: Hirolas, Guava,  
Aady Austin)



“LET US PERMIT NATURE TO HAVE HER WAY.  
SHE UNDERSTANDS HER BUSINESS BETTER THAN WE DO”

— MICHEL DE MONTAIGNE