



The girls are individualists who don't idolize anyone in the fashion industry. They don't hero-worship anyone in the big league as they themselves hope to join it, they say.

The sisters' USP is that their target is the teenage group. Whatever they design is to cater to the youth "which has an entire new concept. No designer has ever worked on this theme with the reason that teenagers hardly have money to spend. But, Remix is focused only to serve this section at a price which is quite affordable to the pocket money of youths".

But they don't plan to remain confined to a teen clientele. They do have plans to go beyond them but their prime commitment will be to the teenagers.

On the fashion industry, they say that it is truly explorative by nature specially the domestic market. The demand graph is far more elevated than the supply.

"The 7 billion dollar fashion industry is all set to rock. There is no end to creativity as well so as long as fresh designs hit the market, there will be no dearth of consumers. The best part of fashion remains that it is never out of fashion. Right from teenagers to a 70-year old person, everybody loves to wear elegant clothes, thus creating a much needed demand."