



# CALIROOTS

---

## CALIFORNIA

INDIA'S FASTEST GROWING FASHION  
DESTINATION WHERE COMFORT MEETS CULTURE

[www.thecaliroots.com](http://www.thecaliroots.com)

# About the BRAND



Founded in 2018, THE CALIROOTS emerged from a profound passion for streetwear and contemporary fashion, evolving from a modest local venture into one of India's most distinguished and fastest-growing clothing brands. With a vision that seamlessly marries global style sensibilities and refined Indian aesthetics, Caliroots has established itself as a symbol of modern elegance within street culture. Each collection is crafted with a meticulous balance of sophistication and edge, appealing to discerning, style-conscious individuals. Beyond apparel, Caliroots embodies a lifestyle of authenticity, cultural depth, and aspirational expression, cultivating a loyal community across India that values fashion as both art and identity.

# Our Core Values

## Fashion-Forward

A relentless pursuit of innovation, where every design defines tomorrow's trend today.

## Uncompromising Quality

Crafted from the finest fabrics with impeccable attention to detail, each piece is a testament to timeless craftsmanship.

## Sustainable Elegance

Responsibly sourced and consciously produced, fashion that honours both style and the planet.

## Inclusive by Design

Celebrating individuality in all its forms—style that transcends gender, identity, and expression.

## Authentic Roots

Deeply anchored in culture and inspired by real stories, every creation reflects originality with purpose.



# Our Collections



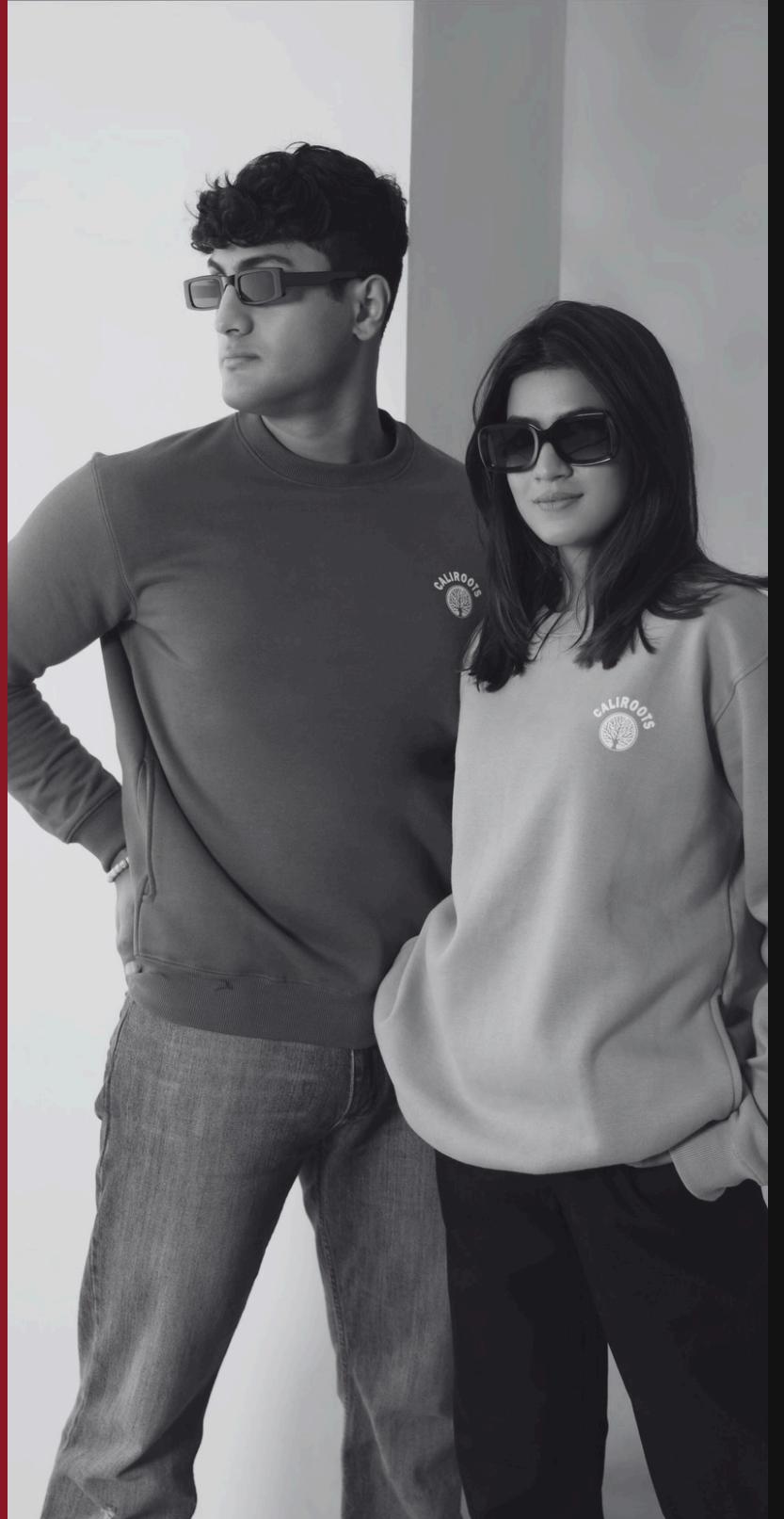
At The Caliroots, every piece is a celebration of refined style and modern versatility.

Our **Men's Collection** unfolds with elevated essentials—crisp shirts, statement T-shirts, tailored denims, sophisticated trousers, relaxed lowers, and outerwear that transitions seamlessly from day to night, including jackets, shackets, hoodies, sweatshirts, sweaters, bombers, and timeless coats.



Our **Women's Collection** is an ode to elegance and individuality, featuring sculpted denims, effortless cargos, chic T-shirts and tops, contemporary lowers, culottes, co-ord sets, and a range of layering classics—from coats and jackets to cardigans, sweaters, hoodies, sweatshirts, and tracksuits. Each silhouette is thoughtfully designed to blend comfort, confidence, and couture-inspired detail.

At The Caliroots, clothing is not just worn—it is experienced.



# Our Vision



At The Caliroots, we envision evolving into a truly national brand—one that resonates deeply with the spirit of modern India. With a strong retail presence across the country, our journey begins with flagship and concept stores in key metropolitan cities and emerging fashion destinations. Each space will be more than a store; it will be an immersive experience that embodies our streetwear identity, creativity, and culture.

By making Caliroots accessible across regions, we aspire to inspire individuality, embrace diversity, and redefine contemporary fashion for the Indian youth. This pan-India expansion is not merely about growth—it is about shaping a movement, a lifestyle, and a culture that belongs to the next generation.



# Our Mission



At The Caliroots, our mission is to empower individuality and celebrate self-expression through bold, trend-driven fashion. We believe clothing should be more than style—it should be an experience that inspires confidence and reflects personality. Every piece is crafted with a focus on quality, comfort, and contemporary design, ensuring that our community embraces fashion not only as what they wear, but as a true extension of who they are.

# Our Design Inspiration



At Caliroots, our essence is drawn from the vibrant, free-spirited lifestyle of California streetwear. Rooted in surf-skate culture, the energy of West Coast music, and the urban rhythm of Los Angeles, our identity reflects a balance of ease and boldness. Relaxed fits, oversized silhouettes, and graphic-led details define our signature aesthetic—where comfort meets effortless cool.

Guided by seasonal drops and evolving global trends, each collection blends international streetwear influences with local Indian sensibilities. From nostalgic Y2K revivals to refined minimalism, our designs remain timely, expressive, and future-facing. Distinct palette—from soft pastels to vivid neon colours—pair with premium fabrics like sustainable blends, denim, and textured knits. Finished with tie-dye, checkerboard, graffiti, and abstract patterns, Caliroots creates fashion that empowers individuality with confidence.

# Sustainability & Ethics

At Caliroots, we believe fashion should honor both style and responsibility. Our commitment to sustainability begins with consciously chosen materials—organic cotton, recycled fabrics, and low-impact dyes—ensuring every piece is as gentle on the planet as it is refined in design.

We collaborate exclusively with ethical, transparent manufacturing partners who uphold fair wages, safe working environments, and responsible labor practices. Each garment is crafted with care, respecting both people and the planet.

While we are in the process of securing formal sustainability certifications, our journey toward a greener future has already begun. From reducing plastic in packaging to optimizing production for minimal waste, we continue to expand eco-conscious initiatives—aligning our growth with a mission of truly responsible fashion.



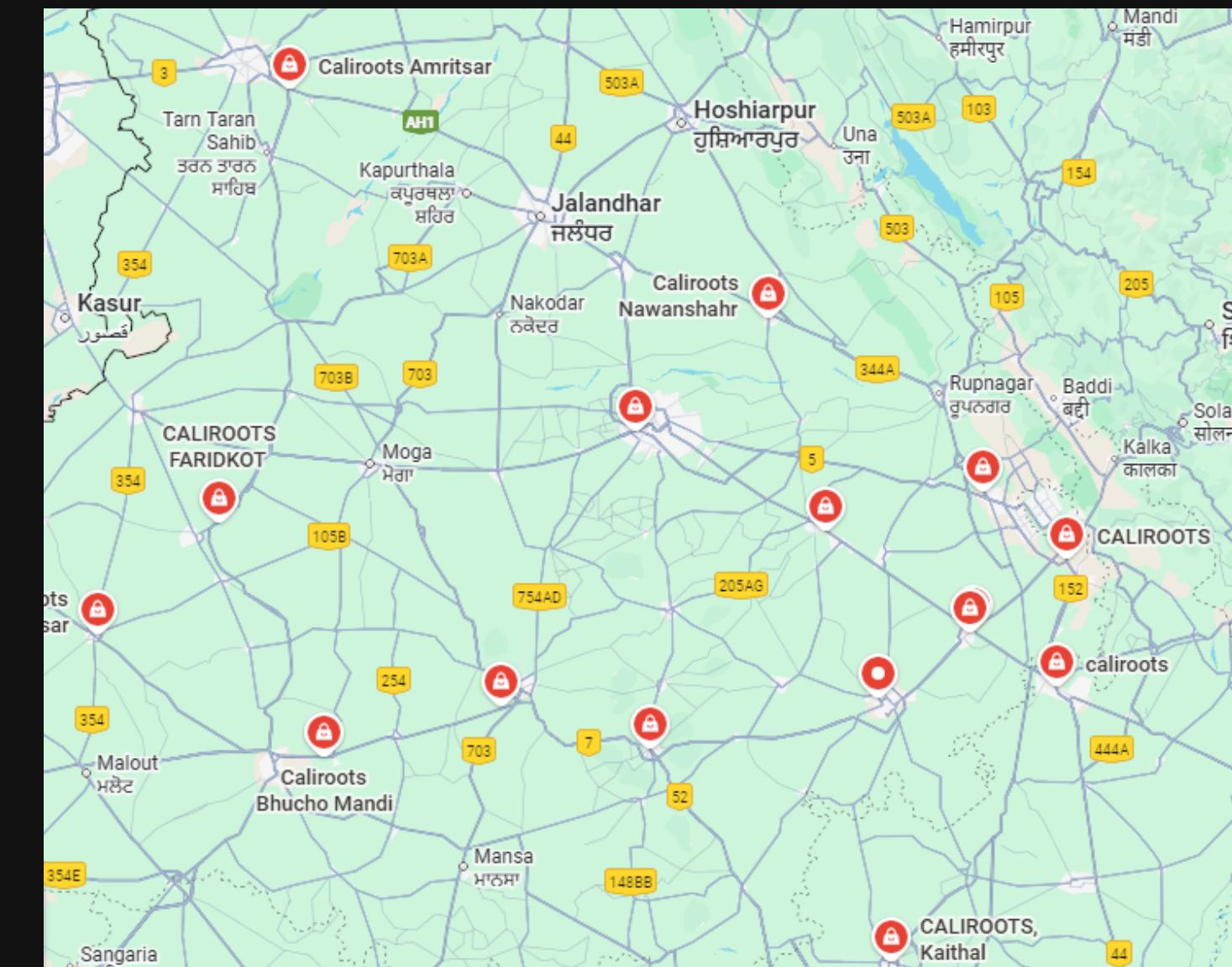
# Our Presence

Caliroots is proud to be among the fastest-growing fashion brands in India, steadily building a strong presence across major cities and emerging towns. From Rajpura to Amritsar, Ludhiana to Zirakpur, we are becoming the go-to destination for youth-driven, trend-forward fashion. With every new season, our footprint expands—bringing fresh styles, immersive experiences, and the Caliroots spirit closer to our community.

What began as a vision is now a movement, with stores already established in:

- Caliroots Amritsar
- Caliroots Ludhiana (Wave Mall)
- Caliroots Ambala
- Caliroots Bhuco Mandi
- Caliroots Barnala
- Caliroots Muktsar
- Caliroots Faridkot
- Caliroots Firozepur
- Caliroots Kaithal
- Caliroots Patran
- Caliroots Rajpura
- Caliroots Sangrur
- Caliroots Zirakpur

And this is just the beginning—many more destinations await as we continue to redefine the retail fashion experience across India.



# Retail & Distribution



Caliroots is building a dynamic retail network across India, combining experience and concept stores with a carefully curated distribution strategy. Each store is designed as an immersive space where customers can experience the brand's bold, streetwear-inspired identity firsthand.

From emerging fashion destinations, our presence ensures that Caliroots' trend-forward collections are accessible to youth nationwide. By strategically expanding our footprint, we aim to deliver not just clothing, but a lifestyle—connecting with our community and redefining the modern retail experience in India.

# Social Media & Engagement



Caliroots connects with a dynamic youth audience through Instagram, Facebook, and Snapchat, sharing trend-driven content and immersive campaigns. Collaborations with influencers and emerging celebrities amplify our voice, while participation in fashion shows, pop-ups, and youth events showcases bold collections and streetwear innovation. Through these touchpoints, Caliroots continues to inspire individuality, set trends, and remain at the forefront of contemporary fashion.

# Get in touch with Us



+91-9592589797



info@thecaliroots.com



www.thecaliroots.com



Rajpura, Punjab, 140401

# THANK YOU

FOR YOUR ATTENTION

---



**CALIROOTS**  
CALIFORNIA

---