

# Rebranding a Legacy Brand in a Turbulent Market the Case study of FabIndia

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**Abstract-** Fabindia, one of the many brands that have become related to Indian heritage and handmade products, writing a new history, are seeing dipping store traffic and online rivals winning this battle for brand survivability. This case study examines the effect of shift in consumer behaviour, deepening economic uncertainty and e-commerce revolution on Fabindia through the TUNA framework. It continues with a look on the strategic measures the brand applies through offering convenience, sustainability, and seamless omnichannel experience as a possible remedy.

The case is centred around the issue ‘can Fabindia hold its fundamental principles while fulfilling need of this era?’ Expert opinions, among others, emphasizes more on the reconstruction of tradition rather than a total abandonment thereof. The analysis emphasizes on the initiatives of Fabindia in multichannel retailing, sustainability differentiation, and integration of online offline.

The conclusion is left out as a question mark that will then stimulate people to discuss the positive effects of the rebranding. For classic brands like Fabindia that are learning the complexity of existing in today's retail world, this case is a valuable study. It underscore the significance of strategic adaptation along with that between innovation and tradition, and the influence of storytelling and multichannel strategy in creation of a unique experience for the contemporary customer.

**Keywords-** Rebranding, Legacy brand, turbulent market, TUNA factors, Fabindia, Apparel retail, Convenience, Sustainability, Omnichannel marketing, Brand storytelling

## INTRODUCTION

FabIndia is an Indian Fashion retail brand known for promoting traditional Indian handicrafts, textiles, and artisanal products. With a mission to create a market for rural artisans and provide sustainable livelihoods to craftsmen across India, the brand's Unique Selling Proposition is its focus on celebrating the cultural

heritage of India while supporting rural population and local artisans.

The brand, in its legacy of six decades, has made a mark in the market. However, the retail landscape has also transformed dramatically in these years given to rise of online market places, changing consumer preferences, and economic reforms. The formula for success has, therefore, changed due to ‘Turbulent markets.’

This case study aims to explore the challenges and opportunities faced by FabIndia in its journey through this dynamic environment. With the help of TUNA Factors framework, we analyse the impact of changing consumer behaviours, economics fluctuations, E-Commerce revolution, etc. We then study how using rebranding as a solution to the problems faced, has helped address these challenges and ensured FabIndia's continued success.

This study dives into three key areas:

1. Convenience in the digital age: Adoption of omnichannel retailing strategies to bridge gap between its brick-and-mortar stores to digital presence.
2. Sustainability as a brand differentiator: Using environmental consciousness to build a brand perception by highlighting on handcrafted products and environmental initiatives.
3. Seamless online-offline integration: Creation of a unified brand experience that seamlessly integrates the physical and digital interfaces, offering more engaging customer journey.

## CONSTRUCT

The likes of Fab India, a great forerunner of culture and genre must contend with a fork in the road. Answering to this question by developing new

marketing strategy has become more critical than ever for this company which has built its brand on the support of craftsmanship, traditional products, and old fashion in its assortment.

Hence, the new age of modern commerce is evident by the appearance of online shopping, changing consumer trends, and even uncertain economies but are not these attributes of innovation and adaptability. Nowadays, the key factors that affect the consumer behaviour virtually all focus on ease of use, eco-friendliness and the endless omnichannel world. The main task for FabIndia is to mix traditional values with current necessities which will carry on the legacy. Through this case study there is an analysis of advantages and obstacles for the company in question which is FabIndia as it strives to strike a balance between tradition and modernity.

Finally, it not only answers the questions about "unavailable talent", but also mentions opportunities for strategic initiatives "branding" and other similar solutions. The amelioration of the picture will be achieved by an introduction of the key issues which FabIndia deals with and an examination how the brand is overcoming the dilemmas through rebranding and other strategic solutions.

#### DILEMMA

The central opposing issue of FabIndia's case is on the possibility of whether the company can retain its identity while adjusting to market demands. The central issue is whether the brand can stay truthful to its basic values while still addressing the wants of the contemporary consumers. Not only at FabIndia stores, but consumer footfall has declined across the retail industry, together with the online competition having been raised and the changing consumer preferences having been signified the need of change. Due to FabIndia's emphasis on handmade products and using rural craftspeople it encounters a dilemma of cohering with current marketing strategies.

Expert viewpoint:

Branding consultant Harish Bijoor shares ambiguous issues on this concern; "The aim of FabIndia is to adapt as well as to pump more life into the traditional fabric of the society, rather than discarding all of it together. They are facing the task to innovate their traditional products to make these products desired by

the market. This implies that they may employ strategies that include upgrading their product designs through online channels as well as stressing the sustainable and ethically sourced practices of their products."

(Source : Interview with Harish Bijoor to highlight the difficulties heritage brands may be dealing with).

Bijoor's statement underlines the importance of tactful reshaping instead of whole disavowal of fundamental values which can be done by:

- Modernizing design without compromising on heritage.
- Employment of digital channels with a purpose.
- Stressing the brand's activities in sustainability, namely in the area of sourcing its materials ethically.

This expert opinion strengthens the case towards strategic brand reinvention as a possible solution for the dilemma faced by FabIndia.

#### REMARKS

Fabindia provides us with a very compelling example when it comes to the usage of new technologies as a superior pathway for innovation since modern businesses are both increasingly complex and wider in terms of the challenges they entail. This complex branding strategy to demonstrate the convenience, omni-channel nature and sustainability is not only the mirror of past but the modern technique of offering the consumer his favourite products of today.

It is still ambiguous if this transformation will eventually be successful. Can Fabindia's efforts, in a market commanded by online giants and continuously shifting choices, strike a chord with its target audience and secure its tomorrow?

However, regardless of the outcome, Fabindia's case study offers valuable lessons for legacy brands facing similar challenges. It underscores the importance of strategic adaptation: the ability to evolve without sacrificing core values. It highlights the delicate balance between innovation and tradition: embracing new technologies and trends while respecting the heritage that built the brand. Finally, it emphasizes the power of storytelling and omnichannel strategies in crafting a compelling brand experience that resonates with today's digitally savvy consumers.

The Fabindia initiative will still be imparting lessons related to branding, retail marketing as well as the ever-changing nature of current retail market. Will the multinational titan reshape their brand to make it relevant in the age of the internet where these two domains (modern e-commerce and traditional fabrics) will rule together and become a single spectrum? Whether they will have to bear the inconvenience of the market that is moving even faster than they are or, on the opposing side, finally will have an opportunity to win the competition.

Only time will tell. However, one thing is certain: The Fabindia story can be used as a good, yet shocking evidence to be presented and that, even a well-known organization with a high business acumen is able to redefine, transform and spark itself up during the unpredictable conditions by using a perfect strategy. The way a brand transmits a story for both external and internal stakeholders is a crucial aspect in brand redefinition in an ever-increasingly competitive marketplace.