



Nikita Gupta

Building a Future-Ready Fashion Jewellery Brand That Balances Trend Agility with Uncompromising Standards

Anjali Sharma | The CEO Magazine

Fashion jewellery has always existed in a difficult space. If it is trendy, it is expensive. If it is affordable, it may not last. And if it looks good, it may not always feel comfortable on the skin. For a generation that wears jewellery as everyday expression, this compromise has slowly become part of the buying experience.

For Nikita Gupta, however, compromise was never the answer. A keen observer of trends and how women engage with jewellery in their daily lives, she saw the gap clearly, and instead of accepting it, she chose to address it. With a clear focus to create jewellery that keeps up with trends without losing sight of wearability or accessibility, she founded NVR Fashion Private Limited. Backed by an understanding of fashion behaviour and data-led decision-making, NVR is emerging as a responsive, women-led brand built for the expectations of modern shoppers.

Her Creative Evolution

Nikita's foundation lies in numbers. With a Master's degree in Statistics, she developed a strong analytical mindset early on, learning to read patterns, interpret data, and make structured decisions. At the same time, she harboured a deep interest in fashion, closely following designer labels and evolving trends. Over time, these two worlds began to intersect. Her understanding of data analytics gave her clarity on consumer behaviour, while her passion for fashion gave her direction. The idea of launching her own brand was not an impulsive decision; it was a natural progression of combining insight with inspiration. Entrepreneurship, for Nikita, became the space where logic and creativity could coexist.



Nikita Gupta

Founder - NVR Fashion Private Limited

The NVR Edge

Founded in 2023, NVR Fashion Private Limited was created to solve a clear and persistent gap in the market. "Customers shouldn't have to choose between trendy and affordable, or stylish and skin-friendly," says Nikita. In many cases, low-grade materials further reduced trust in the category. The brand focuses on delivering fashion jewellery that balances relevance, comfort, and accessibility.

With new designs introduced every week, NVR keeps pace with fast-changing trends while maintaining material standards that prioritise wearability.

"Fashion moves quickly, and we have to move with it," she explains. "But quality and comfort cannot be compromised."

What differentiates the brand further is its leadership lens. As a woman founder, Nikita believes she understands how millennials and Gen Z relate to jewellery as everyday expression. That sensitivity extends beyond customers and into how she builds her team. Nearly 80% of NVR's workforce comprises women, and close to 30% come from underprivileged backgrounds.

“FOR ME, ATTITUDE MATTERS MORE THAN QUALIFICATION,” SHE SAYS. “SKILLS CAN BE DEVELOPED WITH THE RIGHT GUIDANCE, BUT INTENT AND WORK ETHIC COME FROM WITHIN.”

She actively focuses on grooming team members for larger responsibilities, believing that leadership is built through opportunity and exposure. "If we are growing as a brand, our people must grow with us," she adds.

Balancing Vision and Responsibility

Building NVR came with its own set of challenges for Nikita, especially at a personal level. As a mother of two, stepping into entrepreneurship and scaling a new venture within a short span required constant balance.

“MANAGING HOME AND OFFICE AT THE SAME TIME IS NOT EASY,” SHE ADMITS. “THERE ARE DAYS WHEN BOTH DEMAND EQUAL ATTENTION.”

Her leadership philosophy has also evolved with exposure. While her understanding of fashion developed organically through closely tracking designer labels and consumer preferences, her perspective on technology sharpened after completing a data science course. "Fashion may be creative, but growth requires systems," she explains. Embracing technology and analytics has allowed her to make quicker decisions, adapt to market shifts, and build a business that is both intuitive and informed.

Recognition Earned

Success, at this stage of the journey, is measured as much by momentum as by milestones. The path has demanded grit, long hours, and constant recalibration, but the outcomes have been encouraging.



In a relatively short span, NVR has emerged among the top 10 brands across major e-commerce and quick-commerce platforms. The brand has been recognised as a Rising Star on Myntra and has achieved Gold Seller status on Flipkart. During key festive periods, NVR has also ranked among the top searched brands in categories such as Rakhi and bangles, reflecting growing digital visibility and consumer recall. Looking toward 2026, the focus is on strengthening brand recognition and becoming a dependable name in fashion jewellery.

Building for What Comes Next

Staying relevant in fashion, according to Nikita, requires both awareness and agility. "You cannot afford to react late," she says. A close watch on emerging trends, combined with quick adaptation to new technologies, helps the brand stay competitive in a fast-moving market.

At this stage of growth, the most significant transformation underway at NVR is operational automation.

From buying to backend processes, systems are being strengthened to reduce turnaround time and improve scale. "If we want to launch faster and handle larger volumes, automation is necessary," she explains.

Looking ahead, Nikita's ambition is clear and focused. Over the next three to five years, she envisions NVR becoming a go-to name for fashion jewellery and accessories, a brand consumers instinctively turn to for reliability, trend relevance, and accessibility.

Leadership Mantra

Growth, for Nikita, has never been a solitary process. Engaging with peer networks and entrepreneurial communities has played a steady role in shaping her leadership perspective and keeping her both grounded and competitive. It encourages openness to change, an essential quality in a landscape defined by constant disruption.

That mindset also informs the advice she offers to aspiring women entrepreneurs and first-time leaders.

“ BELIEF IS THE STRONGEST FORCE. IF YOU TRULY BELIEVE IN YOUR IDEA, DON'T LET DOUBT OVERPOWER IT. THERE WILL ALWAYS BE CHALLENGES, BUT CONVICTION GIVES YOU THE STRENGTH TO KEEP GOING. STAY CONSISTENT AND TRUST YOUR VISION; IT WILL WORK IF YOU ARE WILLING TO WORK FOR IT.”