

Varija Bajaj: Weaving Fashion, Design, and Inclusion into a Singular Vision



In an industry as dynamic and competitive as Indian fashion, few names manage to transcend trends and build enduring institutions. Varija Bajaj stands out as one such visionary—an entrepreneur, designer, mentor, and changemaker whose work seamlessly bridges fashion, interiors, social inclusion, and enterprise.

A leading name in the Indian fashion landscape, VARIJA is a proud member of the Fashion Design Council of India (FDCI) and has consistently showcased at India Fashion Weeks over several seasons. What sets Varija Bajaj apart is not merely her creative prowess, but her ability to build multiple purpose-driven brands that respond to distinct market needs while retaining a strong design ethos.

Under her leadership, Varija Bajaj has developed three successful apparel labels. Office & You addresses the evolving workwear needs of Indian women, blending comfort, structure, and contemporary aesthetics. LELA, her fusion prêt line, reflects a modern Indian sensibility—easy, versatile, and expressive. At the couture end of the spectrum, VARIJA DESIGN STUDIO specializes in bridal wear, crafting bespoke ensembles that celebrate craftsmanship and individuality.

Extending her creative vision beyond fashion, Varija Bajaj is also an accomplished interior designer. Through VARIJA HOME, she caters to architectural and bespoke interior requirements, delivering spaces that are thoughtful, functional, and future-ready. Her design sensibility—rooted in balance, detail, and human experience—translates effortlessly from garments to spaces.

Her entrepreneurial journey further expands into the wellness and lifestyle domain as the co-founder of BSOUL, an aroma fragrance brand that reflects her interest in sensory design and holistic living.

Perhaps the most defining dimension of Varija Bajaj's work lies in her commitment to social impact. Through VARIJA LIFE, she has been deeply involved in programmes for persons with disabilities across India. The initiative has organized two international editions of the National Ability Summit, bringing

together participants from over 20 countries to foster global dialogue on disability, inclusion, and accessibility. In a landmark contribution to education, she has been instrumental in introducing disability fashion as a compulsory academic module in several dozen fashion colleges across the country—an unprecedented step towards inclusive design thinking.

Operating successfully within India's largely unorganized fashion sector, Varija Bajaj's entrepreneurial model has attracted academic attention as well. Her journey is now documented as a case study at the Indian School of Business (ISB), Hyderabad, one of the country's most reputed business schools. She actively mentors students across more than 35 institutions, including FMS Delhi, JD Institute of Technology, LeMark, Lovely Professional University, and Chitkara University, among others. Additionally, she serves on advisory boards of leading academic institutions such as Amity University, Suryadatta Group of Institutes, Pune, and the International Polytechnic for Women.

Her contributions have been widely recognized. Varija Bajaj has been honoured with the Delhi Gaurav Award for her impact on the fashion industry, the DLA Woman of the Year Award, and the Build India Award. She has been named among the Top 100 Innovators by the World CSR Congress for her work in disability awareness. More recently, her brand Office & You received the Economic Times Labels Award, while she was also conferred the CII-Young Indians Achievers Award and the Global Women in Leadership Award (2022) by the Global Council for the Promotion of International Trade. In the design domain, Varija Home won the Golden Door Award for Excellence in Consultancy and the Futuristic Design Firm Award by Begin Up Research in 2023.

Across fashion, interiors, education, and social advocacy, Varija Bajaj represents a rare synthesis of creativity and conscience. Her journey underscores the power of design not just as an aesthetic pursuit, but as a transformative force—one that can empower women, reshape industries, and redefine inclusion. In doing so, she continues to inspire a new generation of designers and entrepreneurs to build businesses that are as meaningful as they are successful.