

# Siyaram's Launches ZECODE: The New Fashion Destination for GenZ

Category: Business

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Siyaram's, a heritage brand in the textile and fashion industry, announces the launch of ZECODE, a fashion brand designed to revolutionize the way GenZ expresses themselves through clothing. To mark its foray in the industry, ZECODE unveils its stores across four prime locations in Bangalore.

## ZECODE Store on CMH Road, Indiranagar, Bangalore

ZECODE offers an extensive [product range](#) with 5000 SKUs across categories for Women, Men, and Kids. Whether it's ethnic fusion wear or contemporary casuals, the brand offers something for everyone at pocket-friendly prices. Targeting youth ZECODE is designed for those who are constantly evolving and eager to express their unique identities. By consistently tuning into their desire for individuality and trend-savvy fashion that doesn't break the [bank](#), ZECODE champions the spirit of self-expression that defines Gen Z.

*ZECODE is not just another fashion brand; it's Gen Z's biggest cheerleader," says Gaurav Poddar, Executive Director, Siyarams. "Since 1978, Siyarams has been a key player in [India's](#) fashion industry, known for its legacy in the textile and fashion industry. With ZECODE, weve harnessed the [vibrant energy](#) and creative spirit of GenZ to offer a trendy and pocket-friendly brand.*

**Jayakar Shettigar, CEO of ZECODE** says, "ZECODE's mission is to be an aspirational brand for the [next generation](#), always in sync with their world. Bangalore, with its vibrant population of young working professionals and students who love to

*experiment with fashion, is the perfect [city to launch](#) ZECODE. Its dynamic retail atmosphere and thriving youth [culture](#) make it an ideal location. In our first year, we plan to [open 20 to 25 stores](#) across Bangalore and Karnataka.*

To connect with a younger audience, the store offers a welcoming ambience that speaks their language, from the signage to all communications. The store features a simple yet impactful design enriched with GenZ lingo, curating an engaging and relatable [shopping experience](#). ZECODE is on a mission to make the latest trends accessible to every GenZ.

### **About ZECODE**

ZECODE is a fashion brand that champions the freedom to express through affordable and trendy styles. Backed by Siyarams, ZECODE is dedicated to making fashion accessible and sustainable for the Gen Z demographic. With a strong emphasis on self-expression and inclusivity, ZECODE aspires to be the voice of a generation that is continually evolving. Their mission is to empower youth to [embrace their unique identities through fashion](#), ensuring that everyone can express themselves confidently and authentically.

### **About Siyarams**

Siyaram Silk Mills has been a cornerstone in the [Indian fashion industry](#) since its inception in 1978. Renowned for its premium textile and fashion, Siyarams offers a diverse range of products under various brands, including J.Hampstead, Oxemberg and Cadini. The [company caters to both domestic and international markets](#), with a legacy in the textile and fashion sectors. Siyarams is committed to delivering world-class quality and innovation, positioning itself as a [leader in the textile industry](#)