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Tailor and Circus

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Launched in 2016, Tailor and Circus manufactures unisex, body positive and comfortable innerwear. These products are made in the Tailor and Circus factory in Tirupur, Tamil Nadu. They import and use lensing micromodel fabric from Austria. The brand has a team of tailors which is focussed on slow stitching at this factory. Tailor and Circus also has a marketing office in Bengaluru. Tailor and Circus is a proponent of body positivity. It uses a range of people as models without being biased about their weight or other physical features. Besides comfort and body positivity, Tailor and Circus also passes on a cost advantage to its customers. It sells directly to consumers, which often eliminates the need for middlemen. Tailor and Circus products range from Rs 399 to Rs649 across men's and women's' underwear. After sales, Tailor and Circus tracks data such as customer purchase behaviour, preferences in styles, sizing, designs and more which helps them anticipate customer needs as well as plan their inventory with a constantly growing repeat customer rate.

Founders Vasanth Sampath, Gaurav Durasamy and Abishek Elango say their products are all about supporting body positivity.

Here is a list of the top 10 competitors of Tailor & Circus, ranked by Tracing score:

- Freecultr. Internet first brand offering eco-friendly innerwear for men and women
- Lux Innerwear. Internet-first brand offering inner wear
- Jockey
- Bummer
- PrettySecrets
- Buttercups
- Kothari Hosiery
- Dollar

Tailor Brands Competitors and Alternatives Distribution.

Compare.

BrandSpot. Compare.

Uptempo. Compare. Request a Demo. MARMIND. Compare.

SAS Marketing Ops. Compare. Infor MRM.

Compare.

BLUE Software. Compare. It uses a range of people as models without being biased about their weight or other physical features. Besides comfort and body positivity, Tailor and Circus also passes on a cost advantage to its customers. It sells directly to consumers, which often eliminates the need for middlemen. Tailor & Circus has total 3 investors. Institutional investor includes Samrakshana. Tailor & Circus has 2 Angel investors including Mallika Ravi and Varsha Raja.

As for the financial overview of the company, in the previous financial year 2021, its Net Sales was 16.90 and Total Revenue was 17.04. After factoring in the Total Expenditure of 18.47, Tailor and Circus Clothing Pvt. Ltd. Company's EBITDA was -1.43 with an EBITDA margin of -8.39.

Future Plan

In order to create an underwear that is more inclusive for transgender and non-binary persons, the Indian innerwear company Tailor and Circus has teamed up with the gender-neutral clothing company Generation Mix. Bright colours and pop-inspired motifs are featured in the new bottom wear collection from Tailor and Circus. The innerwear has flat, contoured seams that enable the changeable pouch inside to accommodate various body types as needed.



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