

JM Looks Launches Ethnic Footwear Collection Blending Traditional Style with Modern Comfort for Indian Women

Women-led Indian brand JM Looks unveils a fashionable range of ethnic juttis, flats, and heels tailored for comfort, elegance, and everyday wear.

NEW DELHI, DELHI, INDIA, July 8, 2025 /EINPresswire.com/ -- Indian women now have a new go-

“

We create footwear that celebrates Indian tradition while delivering the comfort today's women deserve in every step.”

Founder, JM Looks

to for ethnic footwear that blends heritage with everyday comfort. JM Looks, a women-led fashion startup based in New Delhi, has launched its latest collection — featuring vibrant juttis, soft flats, and stylish block heels that unite traditional Indian craftsmanship with modern-day wearability.

In a time when fashion is shifting toward thoughtful purchasing and cultural pride, JM Looks emerges as a

brand that isn't just about style — it's about storytelling through design. Each pair of footwear is thoughtfully created to embody the grace of Indian aesthetics while ensuring the ease and durability needed in everyday life.

A Brand Born from Passion and Purpose

Founded by a woman entrepreneur passionate about reviving ethnic design, JM Looks was started with a simple goal: to make Indian women feel empowered, elegant, and confident — starting from the ground up.

“We wanted to give Indian women a footwear brand they can rely on — one that respects their roots while keeping up with their pace,” said the founder of JM Looks.

“Our shoes are not just accessories; they are an extension of identity and pride.”

Every design, from handpicked embroideries to choice of color palettes, is curated keeping in mind the dual lifestyle of Indian women — who effortlessly juggle work, home, social life, and festive moments.

The Collection: A Perfect Blend of Culture and Comfort

JM Looks' new collection offers a wide variety of styles designed for all occasions:

Embroidered Juttis: Drawing inspiration from Mughal and Punjabi art forms, these pairs feature intricate threadwork, mirror detailing, and bold color schemes — ideal for weddings and festivals.

Cushioned Flats: Perfect for daily errands, office wear, or college students. These flats offer excellent grip, arch support, and style versatility.

Transparent Block Heels: A modern twist with classic elegance. Perfect for parties and evening wear, these add a chic look to both ethnic and western outfits.

Each product is designed using premium materials, non-slip soles, padded insoles, and skin-friendly linings to ensure all-day comfort without compromising on aesthetics.

Designed for the Modern Indian Woman

JM Looks caters to women across all age groups — from Gen Z fashionistas to elegant homemakers — offering styles that work with both ethnic and Indo-western wardrobes.

What sets the brand apart is its focus on:

Inclusive Sizing

Comfort-first design philosophy

Affordable pricing (₹699–₹1199)

Pan-India delivery

Handcrafted look without the premium pricing

The company strongly believes in “Make in India” and supports local manufacturers, artisans, and supply chains.

Fast Shipping, COD & Easy Access

The entire JM Looks collection is available online at:

▢ <https://jmlooks.com>

Customers can enjoy:

Fast Shipping across India (2–5 working days)

Cash on Delivery (COD) option

Easy navigation through categories like Flats, Heels, Ethnic, and Everyday Wear

Customers are also encouraged to follow the brand's updates on social media for launch alerts, styling tips, and offers:

□ Instagram: @jmlooks.official

Customer Love and Early Success

Since launch, JM Looks has received glowing feedback from customers across major cities including Delhi, Mumbai, Bengaluru, and Jaipur. Customers are praising the brand for its affordability, lightweight design, and modern take on classic ethnic footwear.

Here's what some of them had to say:

□□□□□□□□ "I wore the juttis to my cousin's wedding and got so many compliments! They're way more comfortable than the ones I bought at triple the price."

— Aanchal R., Pune

□□□□□□□□ "Finally a brand that understands Indian women's need for stylish yet practical footwear. I bought 3 pairs already."

— Simran K., Delhi

Future Plans & Collaborations

In the coming months, JM Looks plans to:

Launch a Raksha Bandhan & Independence Day collection

Partner with local fashion influencers for product styling

Organize offline pop-ups in Delhi, Chandigarh, and Lucknow

Collaborate with other women-led brands for joint campaigns

Begin international shipping to key Indian diaspora hubs like the UAE, Canada, and the UK

The company is also exploring eco-conscious packaging and limited-edition capsule drops to promote mindful shopping.

Commitment to Community and Women Empowerment

JM Looks isn't just a business — it's a movement. The brand is committed to supporting:

Local artisans and female-run units

Sustainable practices in packaging

Uplifting Indian crafts through design storytelling

Hiring and training women in warehouse and fulfillment roles

By offering fair pricing, transparent business practices, and quality products, JM Looks is building a community of conscious consumers who value both tradition and transformation.

Media & Partnership Inquiries

The team at JM Looks welcomes collaboration with:

Fashion magazines and websites

Style bloggers and influencers

Event organizers and stylists

Online marketplaces and gifting platforms

For interviews, high-resolution product images, lookbooks, or partnership proposals, please use the contact information below.

□ Media Contact:

JM Looks PR Team

□ Email: support@jmlooks.com

□ Phone: +91-8178602190

□ Website: <https://jmlooks.com>

□ Address: Basement Floor, JM Looks, Pillar No.463, near Rajdhani Park Metro Station, Assam Timber Market, Mundka, Delhi 110041

Jm looks

Jm looks

+91 8178602190

support@jmlooks.com

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