

ALEAN GALLERY

Milestones & Achievements

Alean Gallery stands out for establishing India's first fashion CAD-focused creative agency and for its successful collaborations with national and international clients. The founders are also recognized for contributing to the modernization of traditional design processes through the integration of digital tools, bridging design education with professional practice.

Alean Gallery's portfolio includes projects for Dabur (Packaging), Shuddh Sawad—India's first Thekua brand to reach a ₹1 crore valuation within a year—Anuttama Chocolates, and Mill8, whose packaging received appreciation from the Honorable Prime Minister of India, Shri Narendra Modi, and recognition from major brands and influencers such as Blinkit, Zomato, Subko Coffee, Triggered Insan, and Ruchika Rathore.

Mr. Ajeet Raj and Ms. Aaty Patel, esteemed alumni of FDDI Kolkata campus of the School of Leather Goods and Accessories Design (LGAD), 2019-23 batch are the founders of Alean Gallery, a prominent branding and marketing agency in India. Their journey from design students to successful creative entrepreneurs exemplifies the power of collaboration, innovation, and a shared vision for crafting meaningful brand experiences. Anchored in strong design fundamentals and enriched by contemporary, insight-driven thinking.

Alean Gallery embodies their belief that purposeful creativity can deliver tangible business impact.

Professional Journey

Ajeet and Aaty's paths first converged at FDDI, where a shared passion for design, storytelling, and strategic thinking laid the foundation for a lasting creative partnership. After graduation, both explored diverse professional landscapes, gaining rich industry exposure that sharpened their individual strengths and broadened their perspectives.

Ajeet Raj went on to build a strong foundation in design innovation, CAD solutions, and creative strategy, supported by extensive hands-on experience and leadership roles across projects. Complementing this, Aaty Patel developed expertise in brand management, training and development, strategic planning, and creative direction. Together, their distinct yet highly synergistic skill sets culminated in the inception of Alean Gallery—a platform where design thinking seamlessly integrates with business strategy, transforming ideas into impactful brand solutions.

Alean Gallery is a creative branding and marketing agency operating at the intersection of design, technology, and storytelling. Specializing in brand identity, product and packaging design, digital marketing, and strategic brand consulting, the agency delivers innovative, market-ready solutions tailored to contemporary business needs. Driven by precision, originality, and insight-led creativity, Alean Gallery has successfully collaborated with over 30 export houses and buying houses across India, helping brands strengthen their presence and connect meaningfully with their audiences.

Reflections & Learnings

The founders acknowledge FDDI as a key influence in shaping their design thinking, discipline, and industry-oriented approach. Their entrepreneurial journey has reinforced the importance of clear communication, mutual respect for complementary expertise, and balancing creativity with commercial viability—demonstrating that strong partnerships thrive on trust, shared values, and continuous learning.



Ms. Aaty Patel,
Founder & Creative Director
Alean Gallery Digital Marketing & Consultancy Pvt. Ltd.

"Your creative voice matters. Learn to combine creativity with strategy, & always believe in the power of collaboration."



Mr. Ajeet Raj,
Managing Director & CMO
Alean Gallery Digital Marketing & Consultancy Pvt. Ltd.

"Design is not just about aesthetics, it's about solving real problems. Stay curious, embrace technology, and never stop experimenting."



Nevil Lodaliya
Founder & Director
CHRN



CHRN

In an industry dictated largely by dominant global narrative, CHRN comes forth with a distinct purpose: to build a sneaker brand that speaks authentically from India, and to India. CHRN was born from the vision of founder and creative director, Nevil Lodaliya.

Nevil grew up taking in India's layered visual culture, through immersing himself in all that his surroundings had to offer in the cities of Bhavnagar, Gujarat and Mumbai. At the same time, he was also fascinated by the world of streetwear and sneaker culture. The idea of combining the two came from a wish to share India's immense craftsmanship and storytelling with the rest of the world through a global contemporary product.

To build that foundation, Nevil pursued B.Des in *Footwear Design & Production* at FDDI, Chennai, Batch 2020-2024, where he developed a strong understanding of shoe construction, materials, and form.

He later enrolled in Luxury Brand Management at Istituto Marangoni, gaining insight into how global luxury brands establish heritage and long-term relevance. However, the experience clarified something deeper — he didn't want to contribute to existing legacies. He wanted to build one rooted in his own culture.

For Nevil, CHRN is more than footwear. It is a cultural statement — proof that Indian design can stand confidently on a global stage without dilution.