

Skill to Enterprise Model (STEM)

A joint initiative of IIM Shillong
and SIDBI, India

EDUCATION

Bachelor of Arts Graduate

ABOUT IDEA/VENTURE

GRN&Co is building India's first brand-led circular fashion platform, making sustainable style accessible and aspirational. By combining AI styling, authentication, and eco-impact metrics, it transforms textile waste into valuable fashion while ensuring transparency, trust, and scalable growth in the sustainable fashion market.

PROFESSIONAL EXPERIENCE

With over five years of experience in managing an Instagram-based thrift store, S. Odinenla has built expertise in circular fashion, brand development, and sustainable retail operations. She has successfully created a loyal customer community around pre-loved fashion and gained hands-on experience in product curation, sourcing, and eco-conscious business practices—forming the foundation of GRN&Co's sustainable growth model.



S Odinenla

S. Odinenla is a Circular fashion entrepreneur and Arts graduate from Nagaland with over five years of experience in managing a successful Instagram thrift store. She founded GRN&Co, India's first brand-led circular fashion platform, to make sustainable style accessible and aspirational.

Through curated, AI-styled pre-loved apparel and eco-impact analytics, she bridges the gap between Gen Z's demand for ethical fashion and India's textile waste challenge. Dedicated to promoting circularity and community empowerment, Odinenla envisions GRN&Co as a movement redefining conscious consumption and responsible fashion.



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