



FROM VISION TO VENTURE, WE'RE WITH YOU

# WELCOME TO Fathom HOUSE



# ABOUT FATHOM

Initially a marketing agency, we evolved into a 360° D2C brand builder after seeing our clients' need for end-to-end support. At Fathom House, we guide entrepreneurs from ideation to launch, handling brand development, product packaging, process setup, tech integration, and marketing.

Our mission is to provide a one-stop solution, empowering brands to grow and succeed from the ground up.







# WHY FATHOM?

**Marketing Expertise:** Evolved from a top marketing agency into a 360° D2C brand builder.

**One-Stop Solution:** Beyond marketing—we cover branding, packaging, tech, and operations.

**D2C Insights:** Co-founder Vivek's experience building D2C brands ensures we understand founders' needs.

**Execution Partners:** We work alongside founders, executing every step together.

**Fathom House:** Your full-service partner in D2C brand building.

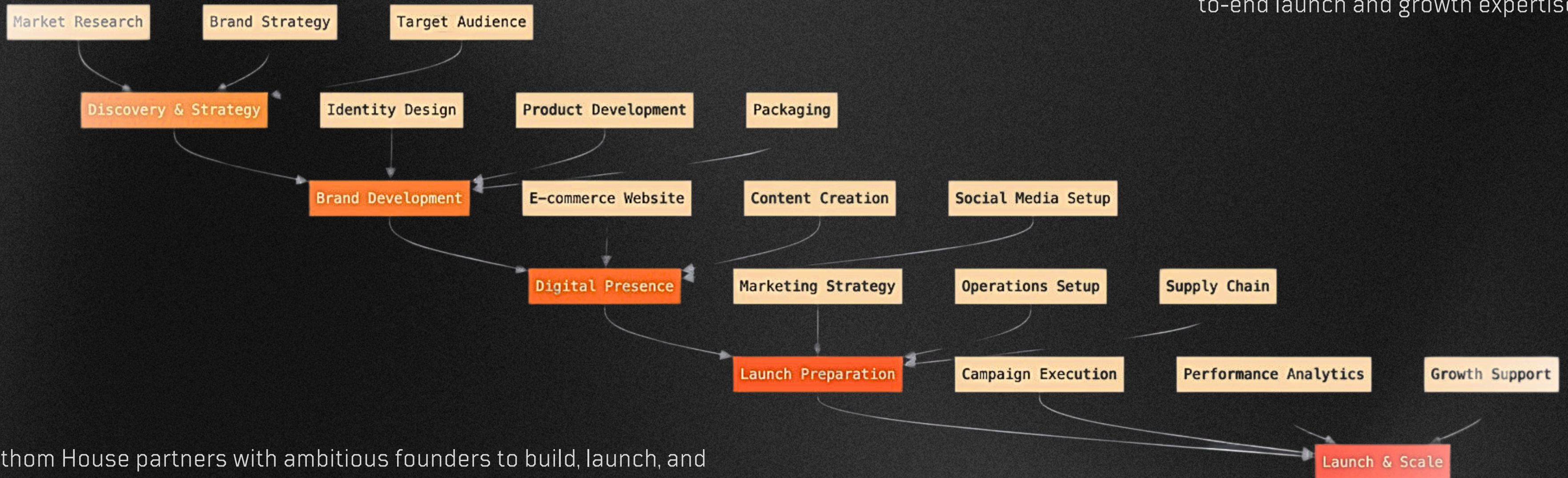






# HOW IT WORKS?

We transform ideas into thriving D2C brands through our end-to-end launch and growth expertise



Fathom House partners with ambitious founders to build, launch, and scale D2C brands through our proven 360° process - from brand strategy and development to digital presence and ongoing growth optimization.

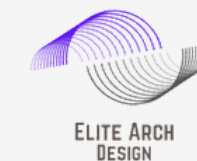




# OUR WORK

Fathom House began as a marketing agency for various industries but soon discovered a deeper need in the D2C space. We've now shifted focus to empower D2C brands, building a comprehensive support system tailored to their unique needs. Our vision is to create a tech-driven ecosystem that helps D2C brands make smarter decisions and thrive in a competitive market.

**PORTFOLIO LINK**



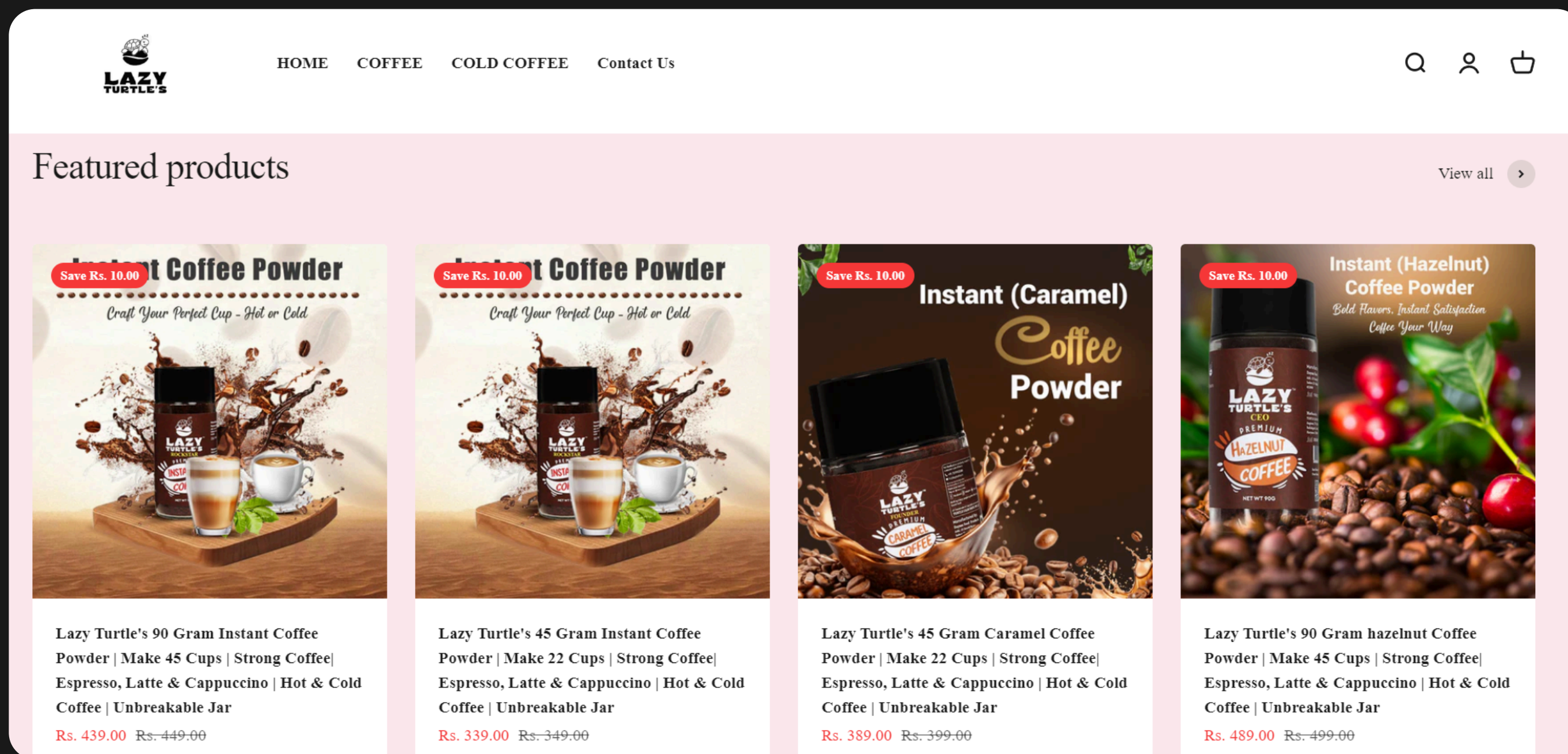
& many more!





## Lazy Turtle ([Lazyturtles.in](https://lazyturtles.in))

Built a Shopify store that brews success for a coffee brand, handling everything from design to seamless integrations.












## Vastrame Fashion ([vastramefashion.com](https://vastramefashion.com))


Created a brand, offering customers a seamless and elegant shopping experience rooted in tradition.

[Home](#)
[New Arrival](#)
[Best Selling](#)
[Collection ▾](#)
[Contact](#)





### The boutique style guide




**VASTRAME WOMEN'S WOVEN DESIGN KANJIVARAM STYLE ART SILK SAREE...**  
 Rs. 999.00 ~~Rs. 3,499.00~~





**BEAUTIFUL HOT PURPLE BANARASI SILK SAREE WITH GOLDEN ZARI WORK**  
 Rs. 999.00 ~~Rs. 3,499.00~~



**BEAUTIFUL HOT RAMA BANARASI SILK SAREE WITH GOLDEN ZARI WORK**  
 Rs. 999.00 ~~Rs. 3,499.00~~



**BEAUTIFUL HOT PINK BANARASI SILK SAREE WITH GOLDEN ZARI WORK**  
 Rs. 999.00 ~~Rs. 3,499.00~~

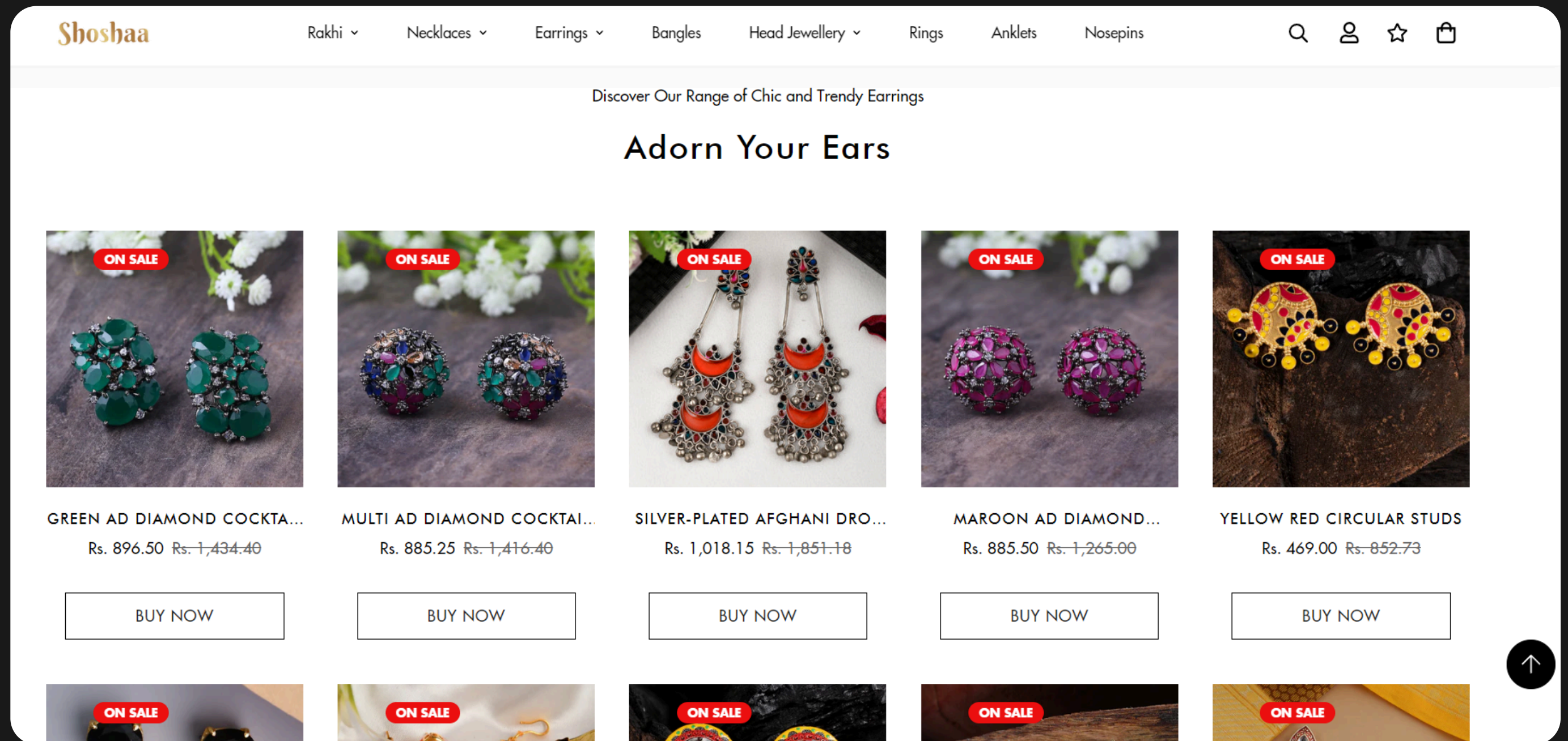







## Shoshaa Jewellery ([shoshaa.co.in](https://shoshaa.co.in))

Crafted a stunning Shopify store for a jewelry brand, blending elegance with seamless shopping functionality.

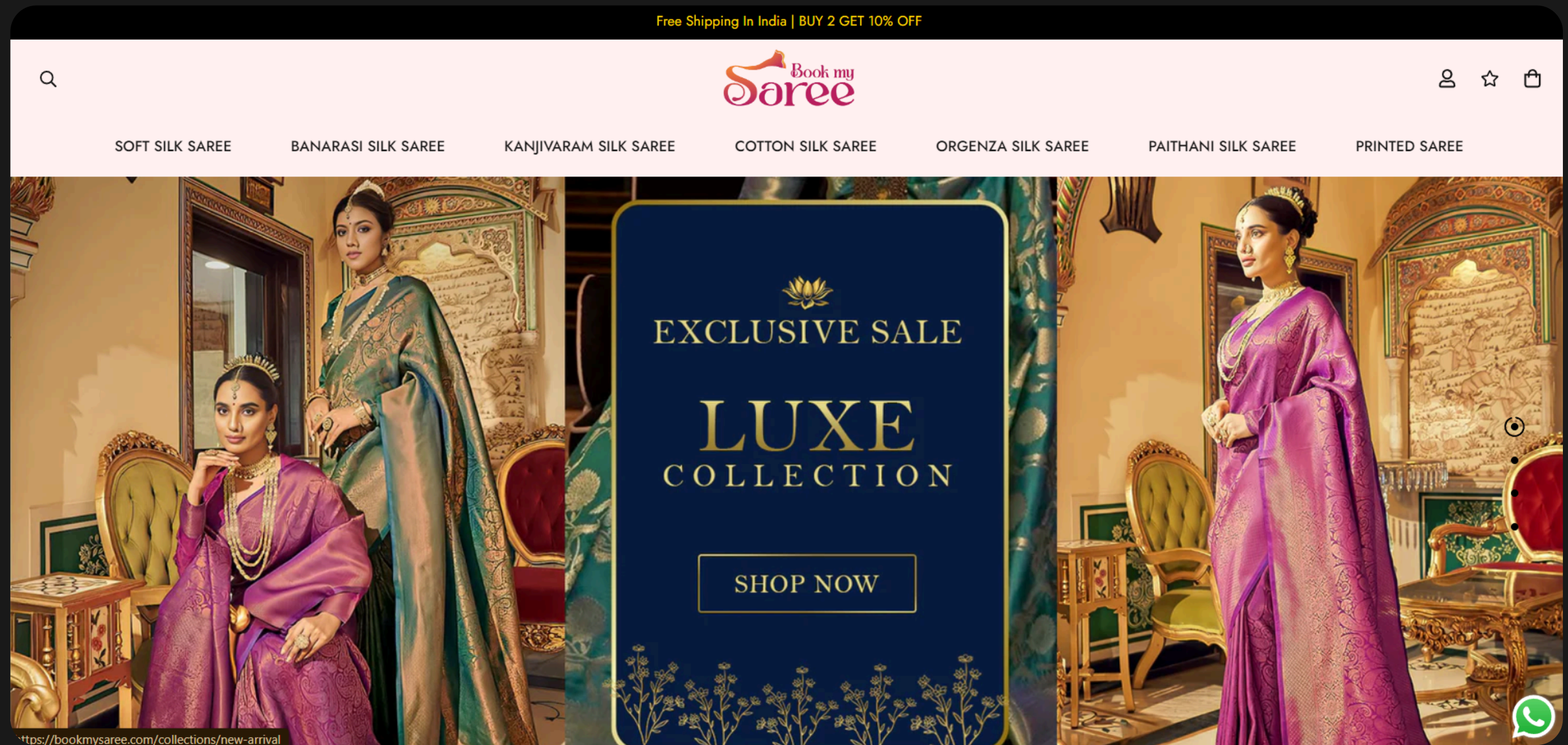






## Book My Saree ([bookmysaree.com](https://bookmysaree.com))

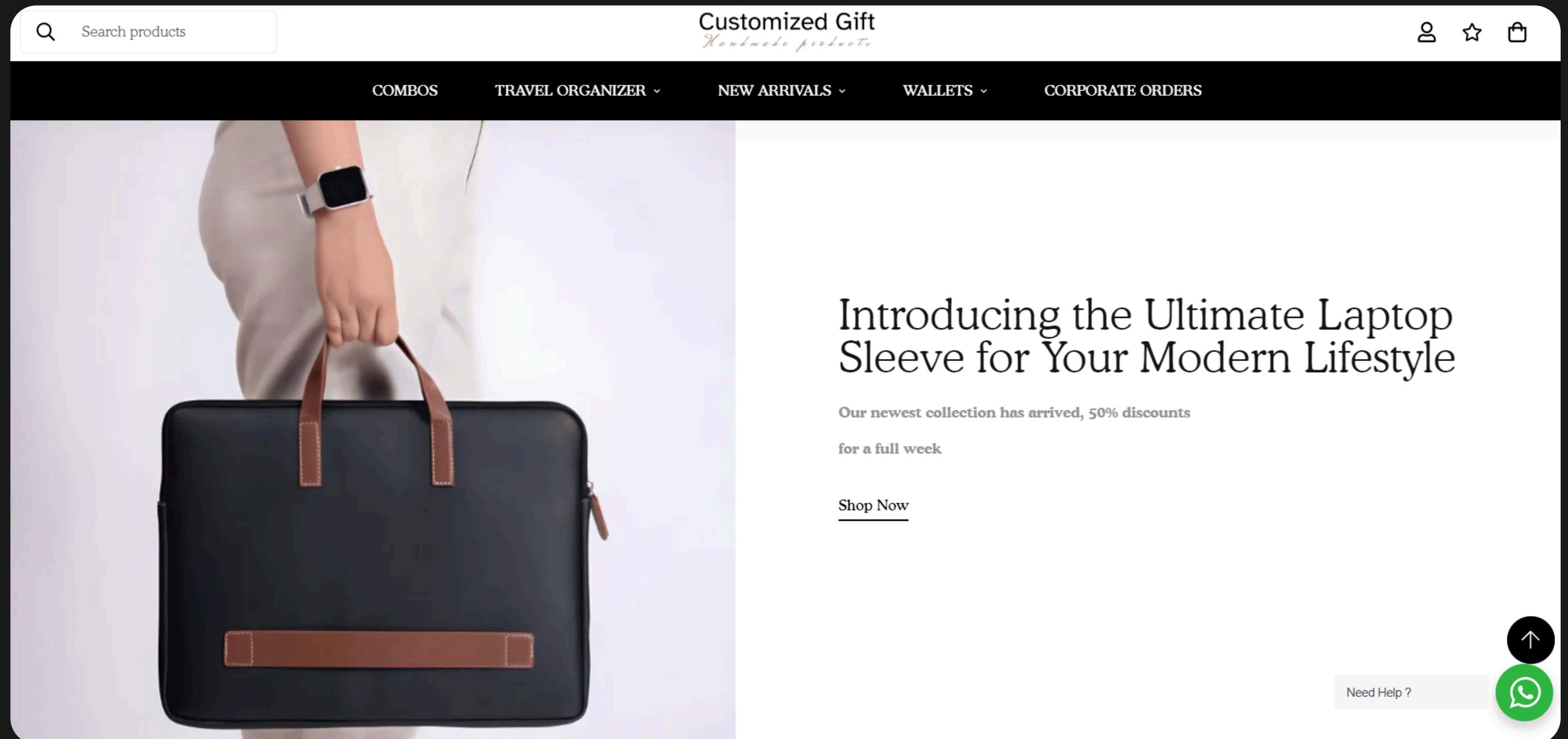
Designed and developed a seamless, user-friendly e-commerce platform for BookMySaree.com, featuring intuitive navigation, secure payment integration, and a visually appealing interface to enhance customer experience.





## Customized Gifts ([customizedgift.co.in](https://customizedgift.co.in))

Designed a sleek, modern interface for a platform showcasing premium passport covers and laptop bags, combining functionality with stylish appeal to elevate the shopping experience.







# SERVICES

- ▶ **Brand Strategy**  
Brand Positioning Strategy, Brand Story and Messaging, Brand Architecture, Brand Experience, Brand Launch and Rebranding, Pricing
- ▶ **Brand Identity**  
Logo Design, Typography, Color Palette, Tone of Voice, Brand Guidelines
- ▶ **Tech Setup & Optimization**  
UI/UX, Build a New Shopify Store, Speed/Tech Performance Optimization, Custom Shopify Development, Migrate to Headless Commerce, Annual Maintenance, Shipping Integration, Payment Integration, Data & Analytics, Communications (Email, SMS, Chatbots)
- ▶ **Packaging Development**  
Strategy, Design, Prototype, Production, Delivery
- ▶ **Content Creation**  
Scripting, Production & Editing, Product Photoshoot, Video Shoot (UGC & Professional)



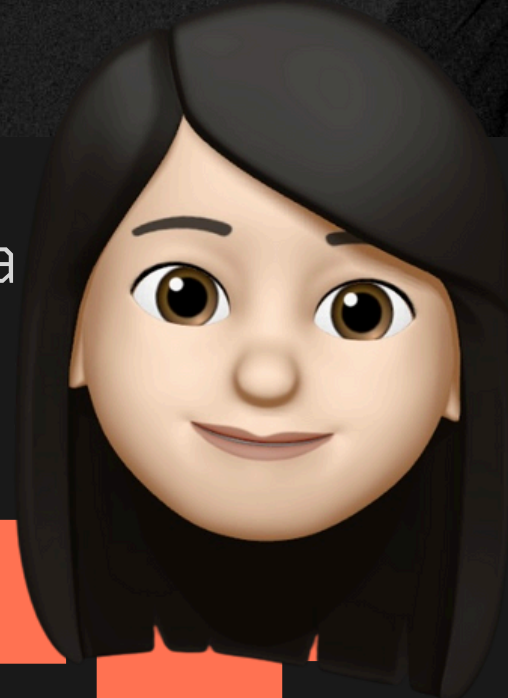
- ▶ **Marketing Strategy & Execution**  
Tap into the Social Media Strategy, Campaign Ideation, Content Creation, Social Media Management, Influencer Marketing, Performance Marketing, Search Engine Optimization (SEO), Ecommerce Marketing
- ▶ **E-Commerce Marketplace Listing (Amazon, Flipkart etc.)**  
Optimized product listings across marketplaces with SEO-driven content, high-quality visuals, and strategic pricing to maximize visibility and sales
- ▶ **Ongoing Performance & Optimization**  
Performance Marketing, SEO, Influencer Marketing, Ecommerce Marketing
- ▶ **Influencer & UGC Marketing**  
At Fathom House, we drive results through Influencer Marketing and UGC campaigns, connecting brands with authentic voices and leveraging relatable content to build trust, boost visibility, and engage audiences effectively.



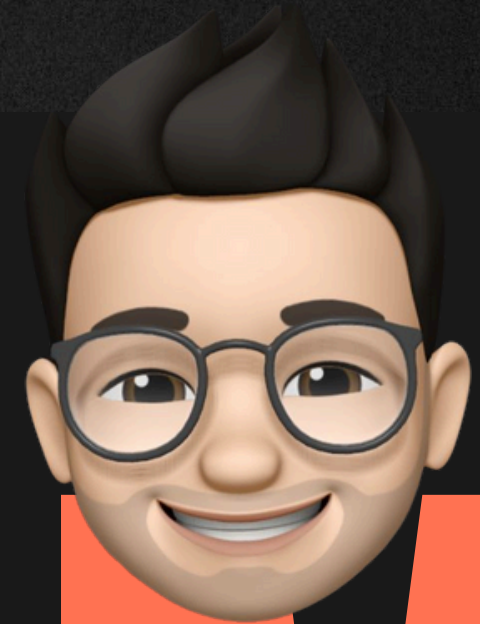
Dhruvin



Chandana



Anjali



Vivek

# OUR TEAM



Dia



Ankush



Aashish



Rakesh



Sudhir



# CONTACT US



## Email

[contact@fathomhouse.in](mailto:contact@fathomhouse.in)

## Mobile

+91 7018599938

+91 8200870894

## Website

[www.fathomhouse.in](http://www.fathomhouse.in)

## Social Media

[@fathom.house](https://www.instagram.com/fathom.house)





**THANK YOU!**

