

# Vivek Agarwal



Founder of OOKIOH,  
Masters in Real Estate from Cornell  
University

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Cornell University

Rourkela-born Vivek Agarwal, is the designer behind OOKIOH. He had previously had careers in engineering, steel and real estate. After finding a gap in the industry, Agarwal chose to follow his passion and launch a sustainable practises swimwear company. OOKIOH aims to be plastic-free for pre-consumers by 2022 and uses yarn made from waste such as sunken fishing nets in oceans and aquaculture and other discarded fabrics.

The company has taken moves in recent months, including a deal with stylist, creative director and sustainable lifestyle spokesperson, Rachael Wang, with 10% of net sales going to Intersectional Environmentalist, and sizing going up to XXL. Gigi and Bella Hadid, Hailey Beiber among many, have also given him a stamp of approval.