

New Market Entries & Partnerships

- European brand 'Best For' has entered the Asian market with the launch of its first store in Borivali, Mumbai. The brand has entered the Indian market through collaboration with Ashish Raval of 1 Marche as its master franchiser for India. 'Best for' is planning to open 100 stores over the next three years.
- Swiss luxury watch brand H. Moser & Cie has partnered with luxury watch store chain Ethos Watch Boutiques to enter in Indian market. H. Moser & Cie timepieces will be sold through Ethos stores in metro cities across India.
- Tablez, the organized retail arm of LuLu Group International, has entered into a licensing agreement with the Chinese lifestyle brand Yoyoso to exclusively retail the brand in India with the opening of its first two stores in the city of Bengaluru. The retailer also plans to open 30 yoyoso stores in leading Indian cities over the next five years and establish an online platform for Yoyoso's products next year.
- Popxo, India's largest community for women, has entered the lucrative beauty segment with the launch of its maiden private label beauty collection named 'Popxo Everyday Beauty'. The products have been made using natural ingredients and are paraben-free, non-toxic and cruelty-free.
- The Thailand-based business Jaspal Group launched its accessories brand Lyn in India and opened its first brick-and-mortar store in New Delhi's Select CityWalk Mall. It features Lyn's selection of women's handbags, purses, footwear, and accessories.
- Virat Kohli's One8 brand has forayed into the kids wear segment in collaboration with Puma with the launch of its athleisure collection for boys. The collection will include a range of sneakers, tees, shorts, active pants and accessories like backpack and beanie targeted at boys in the age group of 4 to 14.
- Fashion e-commerce platform Myntra has partnered with retail group Tablez to bring childrenswear brand 'OshKosh B'Gosh' to the Indian market. OshKosh B'Gosh' will be sold exclusively in India on Myntra through Tablez which owns the rights for the brand in India.
- E-commerce marketplace Flipkart announced a partnership between its independent value platform 2GUD and Japanese designer consumer products brand MINISO India. The agreement offers 2GUD online distribution rights for MINISO's products in India effective from this month-end (September), and will enable the brand to reach 2GUD's million-plus consumer base across the country,
- Toonz Retail, has collaborated with Indian Terrain and Nauti Nati apparel brands to sell their merchandise in 28 outlets of Toonz Retail in India and aims to target selling in all retail outlets within a year.
- Myntra and the world leader in the Swiss traditional watch industry, Tissot, have entered into a strategic partnership enabling shoppers in India to purchase premium watches on its online platform.

Growth & Retail Development

- Indian lifestyle retailer Fabindia has strengthened its presence in the southern region of India with the opening of its experience center which is spread across approximately 7,065 Sq.ft. in the state of Kerala (Kowdiarin). It also has a FabCafe, wellness center, interior design studio and alteration studio.
- Value fashion retailer V-mart retail has earmarked an investment of 16.1 million USD on its expansion in Tier 2 & 3 cities and expects 60 new stores during the current financial year.
- Superdry has opened its outlet in Ludhiana at the city's MBD Neopolis Mall and plans to open 10 more stores by the end of the year.
- Nykaa has opened an On Trend store in Nagpur's Trilium Mall and Hyderabad's Sarath City Capital Mall. The store has dedicated sections for a number of makeup brands as well as skincare and fragrances. On Trend stores are focus on popular makeup products and more youthful brands.
- American brand Bath & Body Works has gone from bricks to clicks in India with the opening of its official online store in the country. After opening seven retail outlets across Delhi, Mumbai and recently Chennai, the brand has finally decided to go online for growth in the Indian market.
- Fashion apparel brand Cantabil is looking to strengthen its retail presence with 75 new outlets across the country especially in tier 3, 4 cities. Major expansion will be carried out in Haryana and Punjab, Uttar Pradesh, Rajasthan and Madhya Pradesh.
- Fashion accessories and lifestyle brand Miniso is continuing its fast-paced India expansion and recently celebrated crossing the 100-store mark in the country. Miniso has now reached a total of 106 Indian outlets in over 43 cities and new store openings are planned for Hyderabad, Trivandrum, Bilaspur, and Janakpuri.



Growth & Retail Development

- Max Fashion continues its India expansion with a new store in Bengaluru, and has partnered with a number of NGOs to run a clothing donation initiative. Max Fashion completes 300 brick-and-mortar stores across India in over 100 cities.
- The Italian sportswear brand Fila has opened a new store in Kochi's Lulu Mall. Fila, through its partner Cravatex Brands Limited continues its retail expansion as it continues its drive to reach an India store count of 100 in the coming five years.
- Amazon India is in talks with Future Group, More, and Shoppers Stop to scale-up its private label goods across the retailers' stores, as the e-commerce giant prepares to expand offline in India.
- Swedish fashion retailer H&M will open its new stores at TMS Prestige in Kochi, Trillium Mall in Nagpur, Pinnacle Plaza in Dehradun, and Jalandhar's Model Town. Each store will be spread over an area of 65,000 square feet and house the latest collections for ladies, men, teenagers, and kids.
- Sugar Cosmetics has entered the north Indian region with the opening of its first exclusive brand outlet in the city of Gurugram and plans to take its store count to 1000 by end of this year.
- Pantaloons, the leading fashion multibrand retail format from Aditya Birla Fashion and Retail Ltd (ABFRL) has strengthened its retail network by entering a new state with the opening of its first store in Warangal, Telangana which is spread over 17,000 sq.ft. and will offer fashion wear for men, women and kids.
- Amazon India continues to invest heavily in its infrastructure development, having recently launched its largest Fulfillment Centre in the Bhiwandi, Maharashtra which has over 1.5 million cubic feet of storage space.
- Walmart India opened its 27th cash and carry store in India in Warangal city, strengthening its presence in Telangana.
- Tables, a leading organized retail group, has launched its first store of global retail toy brand Toys"R"Us in Ghaziabad at Mahagun Metro Mall. This is the ninth store after successful store launches in Chennai, Kerala, Bengaluru and Pune.
- Clothing retailer Bestseller India will continue with its expansion plan by adding 25 to 30 stores every year for its brands (Jack & Jones, Vero Moda, Only, Selected).
- Menswear brand Peter England, owned by Aditya Birla Fashion and Retail Limited (ABFRL), has strengthened its retail presence with the opening of its store in Shadnagar, Telangana; which is spread over 900 sq.ft. and will house smart casuals formal shirts, and accessories.
- French menswear brand Celio has strengthened its retail presence in the Indian market with the opening of its 50th exclusive brand outlet in the country.
- Ethnic lifestyle retailer Fabindia is betting big on its new format experience centers for growth in the Indian market and plans to take its count to 35 to 40 centers before the end of the current financial year.

Marketing & Promotion

- E-commerce platform Flipkart has launched a Hindi interface to boost its customer acquisition process across the country. Users will be able to see all the information and search for their desired products in Hindi.
- Flipkart, India's leading e-commerce marketplace has scaled up its private-label offerings and sellers across all categories, as it gets ready to host its flagship event 'Big Billion Days' sale. Flipkart will offer over 10,000 products under 200 categories from its private brands.
- Hyderabad-based fashion start-up Estrolo has signed Indian cricket player Jasprit Bumrah as the brand ambassador for the Estrolo denim range of jeans and shirts.

Spotlight

On the back of what can be considered the most successful and fastest growing international retail format type in India, Asian affordable brands such as Ximi Vogue, Yoyoso, Kioda, Usupso and Miniso continue to buck the trend of the relative slowdown seen in the expansion efforts of international brands. For one, Miniso is looking at about 70 more stores in the country by the end of this year, already having more than 100 operational doors in the country. The offering ranges from houseware to beauty products, in a simple, neat and well lit store; while the common denominator across brands and formats is value. What makes these stores very scalable is their catchment area. If you walk into one of their stores, you are as likely to find a value shopper as much as a premium shopper. The products are minimalistic yet quality conscious, and they are able to satisfy multiple needs and/or occasions. For this reason, it is almost impossible to walk out of any such store without buying something. Is this a fad or is the pace of growth sustainable for this new format which is shaking the Indian lifestyle / fashion industry?

