

New Market Entries & Partnerships

- 'TrunkHouse', a premium multi-brand travel luggage store, opened its first store in the country at Palladium Mall, Mumbai. It is the country's first premium to luxury multibrand retail format in the travel luggage category.
- E-commerce giant Amazon India has partnered with Vodafone Idea Limited to strengthen its delivery network and will set up pick-up points at Vodafone stores across India to boost its deliveries. The Vodafone stores have been chosen as pick up points based on high customer density.
- Japanese fashion retailer Uniqlo recorded close to EUR 300,000 (2.2 Crore INR) in sales during its first two days retailing in India after launching its first store in New Delhi. Uniqlo is also planning to open two new stores at Saket's DLF Avenue Mall and Gurugram's DLF CyberHub over the coming months.
- Brune & Bareskin, the leading online brand specializing in premium quality leather jackets, footwear, accessories and bags, forayed in the Indian offline retail space with the launch of its first-ever store, opened in Jalandhar.
- Multi-brand fashion retailer Shoppers Stop has strengthened its brand portfolio with the addition of celebrity brand Glam by Disha Patani. The brand was launched along with the Shoppers Stop's 85th store in the country, The new store is located at Gurugram and spread over an area of 50,000 sq ft.
- Karl Lagerfeld's collaborative collection with Cover Story launched and marked the brand's first entry into India. The collection launched at select Cover Story stores across the country.
- Swedish watch and jewellery brand Daniel Wellington has unveiled its biggest product launch to date with the Iconic Link Collection. The brand's new faces have clearly been chosen to appeal to a wide consumer group around the world and include Bollywood actors Ayushmann Khurrana and Radhika Apte.
- Menswear brand Blackberrys had expanded its product range with the addition of a new innovative blazer sub brand named 'Jackpack'. The 'Jackpack' was officially launched at Blackberrys' Jaipur Store. It will be available at Blackberrys retail outlets across India and on online platforms.
- Bollywood actor Ayushmann Khurrana has bought a strategic stake in men's grooming brand The Man Company by investing an undisclosed amount in the company. Khurrana will also be the brand ambassador for the company.
- French fashion brand Ceriz open its first exclusive brand outlet in Indian market at Atria Mall, Mumbai and will house clutches, totes, backpacks, handbags and athleisure footwear from the brand. Ceriz is currently available at many leading retail outlets such as Central, Shoppers Stop, Rocia, Inc5, Pantaloons etc.

Growth & Retail Development

- Nike has shifted its focus to online sales in India and reduced its number of brick-and-mortar stores to 150. Nike has withdrawn from most of its franchise agreements in the country to focus on its partnership with SSIPL (Sports Station).
- Apparel and textile major Raymond Ltd. is expanding rapidly in the Indian market and opened its 1000th Raymond branded store in Surat. Raymond is also looking to invest in neighboring countries like Bangladesh, Nepal and Sri Lanka.
- Chinese e-commerce firm Club Factory has raised EUR 90 million in its latest funding round led by Qiming Venture Capital. Club Factory is betting big on the Indian market for growth and was recently named as the third most popular e-commerce platform in India behind Amazon and Flipkart.
- Footwear major Bata is betting big on the Indian market for growth and plans to open 500 new stores in the country over the next five years. The company will open these new stores in tier 2, 3, and 4 cities
- Value fashion retailer V-Mart Retail Ltd. has strengthened its retail presence with the opening of four new stores in each of the following states: Arunachal Pradesh, Uttar Pradesh, Delhi, and Jammu & Kashmir. V-Mart plans to close the current fiscal year with a store count of 275 and plans to add 22 more stores over the next five months.



Marketing & Promotion

- Korean designer brand Beccos is looking to expand its retail presence in India by opening new stores across India to build awareness and widen its reach. It plans to add five more stores in Delhi before the end of the current financial year and plans to open around 50 stores across India.
- Japanese sportswear brand Asics has entered the Goa market with its first store in the coastal state. The new store is located in the largest mall of Goa, Mall De Goa.
- European menswear brand Selected Homme has signed Bollywood actor Saif Ali Khan as its new brand ambassador for the Indian market.
- Sportswear brand Cultsport, has named Indian cricketer Jsprit Bumrah as its new brand ambassador for the Indian Market. Cultsport currently sells in India through the Curefit app and e-commerce platforms Flipkart and Myntra.
- Pond's, the beauty brand from Hindustan Unilever Limited, has named Bollywood actor Siddhant Chaturvedi as its new brand ambassador. Pond's has also expanded its men's range of products and looking to tap millennials with its association with the young actor.
- Good Earth held a fashion show and exhibition to celebrate its private label clothing brand Sustains 10th birthday and launched its new collection "Sindhu" at the Indira Gandhi National Centre for Arts in New Delhi.
- India's leading men's ethnic wear brand Manyavar, has signed Bollywood actor Ranveer Singh as its new brand ambassador. Manyavar is also endorsed by cricketer Virat Kohli and actor Kartik Aryan. With its association with Ranveer, the brand is hoping to widen its customer base across all age groups.
- Titan Ltd has signed Bollywood actor Ayushmann Khuranna as its new brand ambassador for its eyewear division to boost sales of its eyewear across categories.
- Australian fashion brand Forever New has announced Bollywood actress Diana Penty as its brand ambassador. Diana Penty started her association with Forever New by shooting a video for the autumn-winter 2019 collection of the brand.
- Japan-based sportswear brand Asics has named table tennis player Manika Batra as its new brand ambassador for India. Batra started off her endorsement campaign for Asics by launching a store in the city of Jaipur and will also be featuring in campaigns for the brand in India in the coming months.

Spotlight

Virtuous Retail South Asia Pvt. Ltd. (VRSA) announced an investment of ~ EUR 306 million (2400 crore INR) in a retail – anchored project in the Mumbai Metropolitan Region. The entry into Mumbai makes VRSA the only retail center developer-owner-operator to have a presence across the top four retail markets in India. The firm has acquired a prime ~20-acre land parcel from Raymond Limited for EUR 90 million and the remaining investment will be used to develop the site and build a 3.7 million sq. ft. Mixed used city center; 2.4 million sq. ft. of which will be reserved for retail flagship. The acquired land sits in a prime location with increased connectivity as well as a fast-growing residential catchment area. VRSA looks forward to working with retail partners to introduce a fresh experiential destination to the region, bringing in the latest trends in retail and technology.

The development, in addition to the two premium / luxury mall under construction in the BKC of neighbourhood of Mumbai, will help fill the lack of qualified premium retail space in the city which has thus far only been satisfied by Palladium Mall.

