

New Market Entries & Partnerships

- Japanese-inspired lifestyle brand Usupso is planning to expand its retail presence in the coming year to reach a store count of 100. The new stores will be a mix of company-owned and franchise model based in tier 2 and tier 3 cities. Usupso also started sourcing products from The Man Company and Colour Cosmetics brands to widen its product portfolio.
- Danish footwear brand Ecco has opened its first exclusive brand outlet in India in Ambience Mall, Gurugram, the brand had previously only retailed through multi-brand outlets and it also plans to open 20 concept stores in the country in coming three years.
- Consumer health and hygiene products maker Reckitt Benckiser enters the male grooming segment with its brand 'Veet'; Bollywood actor Kartik Aryan will be its brand ambassador for the Indian market.
- The luxury fragrance brand Creed has opened its first brick-and-mortar store in India through a licensing agreement with Bequest Group in New Delhi's Chanakya Mall and plans to open at a second location in the coming year.
- Iconic luxury brands Versace and Roberto Cavalli looking for new partner in India. Both luxury brands have one store each in Delhi's DLF Emporio Mall, which are operated by Infinite Luxury Brands. Delhi-based Bequest group that runs Berluti, Tod's and Saint Lauren is said to be involved in the talks to take over the business from Infinite Luxury.
- Lingerie and beauty retailer Victoria's Secret has entered the city of Mumbai by partnering with Mumbai Duty Free for the launch of its first store at the Chhatrapati Shivaji International Airport, T2.
- Global sports brand Trusox has named cricketer Rohit Sharma as its brand ambassador for the Indian Market. Trusox will be entering the Indian market by launching its website and will also be selling on e-commerce platform Amazon.
- Trunk house, a travel luggage and accessories multi-brand bridge to luxury retail format, has opened its first store in Palladium Mall, Mumbai. The boutique boasts a diverse portfolio that includes brands like Calvin Klein, DKNY, Roncato, Heys, Trussardi and Cerruti among many others.
- DOIT group is reviewing its portfolio of brands and individual stores. The group will continue to operate brands and stores that are generating targeted revenues and margins. In line with this review, French bridge-to-luxury brand Longchamp has closed the doors to its four outlets, along with TM Lewin's two recently opened stores. Both brands were sold in India via collaborations with DOIT.
- Nykaa launched a new product line of perfumes named 'Moi by Nykaa' The new line 'Moi' means 'me' in French, it retails from EUR 23 and features scents 'Bisous', 'Amore', 'Epice', and 'Matin'.
- Watchmaker Daniel Wellington has partnered with Myntra to expand its reach in the Indian market. The brand launched its 'Iconic Link Collection' on Myntra and expects strong sales for this collection.
- Fossil has launched the 'Gen 5' smartwatch range in the Indian market. With the launch of its new smartwatches, Fossil expects its sales in India to increase further in the coming quarters.

Growth & Retail Development

- Footwear major Bata India opened its biggest retail outlet in the city of Mumbai. The new store is located in Infinity Mall, Malad, and is spread across an area of 6000 sq.ft. The store will have an exclusive sneaker studio and house footwear, accessories, and workwear range for men and women.
- Fashion retail chain Shoppers Stop Ltd. is getting ready to diversify its offering. For one, it is turning to premiumization by launching new formats that will have a higher positioning; selling brands like Michale Kors, Kate Spade and Coach. It also plans to focus on the beauty segment by opening 40 dedicated stores in 2020.
- French apparel brand Promod has opened its first "E-organ" store in Palladium Mall, Mumbai. The new store is designed to create a new retail experience for customers and features technology such as digital tablets which are connected to large display screens and ample open space. The brand plans to have 100 points of sale in India by 2025.
- British clothing brand Superdry has consolidated its online presence in the country with its dedicated online store in an effort to widen its customer base. Superdry will also be expanding its offline presence with the addition of 10 new stores in the coming year; it currently has 35 stores in the country.



Growth & Retail Development

- The real estate company Pacific India opened its fourth mall in the country. “The Pacific D21” mall launched with over 100 brands. The mall measures three lakh square feet and is located at the Dwarka Sector 21 metro station (North Capital Region).
- Multi-brand department chain Lifestyle International Pvt. Ltd. has strengthened its retail presence in the national capital with the opening of two new stores in Dwarka. The new stores are located at Pacific D21 Mall and Vegas Mall, spread across an area of 40,000 Sq. ft. and 48,000 Sq. Ft., respectively.
- Sephora recently open 23rd store in Nexus Mall in Ahmedabad and is planning to expand its retail presence with 50 new stores in both metros and non-metro cities over the next two years.
- Men’s fashion and denim brand Mufti is planning to expand its retail footprint by opening 25 new stores before the end of the current fiscal year in tier 2 and tier 3 cities.
- Nykaa open its 55th brick-and-mortar store in Raipur, Chattisgarh, and plans to expand into Tier 2 locations to increase sales from non-metro markets.
- Designer Manish Malhotra has launched beauty kiosks to carry his Manish Malhotra Beauty makeup line in his flagship stores in New Delhi, Mumbai and Hyderabad. The kiosks allow shoppers to browse his makeup line alongside his original clothing collections to offer a full fashion and beauty look in-store.

Marketing & Promotion

- According to Italian luxury watchmaker Officine Panerai, India will be one of the top 10 markets globally in the next 5 years. In line with this, and in an effort to catch up to early movers like Rolex and Omega, as well as create a deeper connect with Indian consumers, the company has launched two MS Dhoni special editions.
- Adidas has extended its association with Jammu & Kashmir-based football club Real Kashmir FC for the 2019-20 season. With strong performances on the field, Real Kashmir FC has managed to build a strong fan base across the country, meaning Adidas has the potential to expand its customer base with the association.
- The Multi-brand luxury fashion boutique Le Mill launched a pop-up shop in The Chanakya Mall, New Delhi, as it prepares to open a permanent location in the capital soon. The pop-up features an array of international luxury brands including Balenciaga, Jacquemus, Balmain, Chloé, and Celine with clothing, bags, shoes, and accessories on sale.
- Luxury leather goods brand Nappa Dori will hold an annual event “Christmas Market” from December 13 to 15 in New Delhi, to showcase its festive collection. This event aims to drive consumer footfall in-store and encourage consumers to continue to shop offline by offering unique experiences.
- Flipkart has launched its fourth “India Ka Fashion Capital” campaign with Bollywood celebrity couple Alia Bhatt and Ranbir Kapoor as the business focuses on its fashion segment for growth. Flipkart is also collaborating with social media influencers across India who will be tasked with educating shoppers on how to make stress-free fashion choices.
- The outdoor apparel brand Wildcraft India has signed a deal with the Ministry of Defense to manufacture rucksacks for the Indian Army and will begin production in 2020.
- Leading sports and lifestyle brand Reebok has launched its latest campaign ‘She Got Ree’ featuring Bollywood actress Katrina Kaif. Through this campaign, the brand aims to inspire women to find their very own expression of fitness.
- As a part of Nike’s goal to improve consumer experience through more direct and personal relationships, Nike decided to end its relationship with Amazon Retail. Nike is investing in strong and distinctive partnerships with other retailers and platforms to seamlessly serve its customers globally.

Spotlight

Having worked on its local supply chain and distribution strategy for a couple of years now, Japanese fast-fashion brand Uniqlo has entered the Indian market by opening its first store in the country at Ambience Mall, Vasant Kunj in New Delhi, following in the footsteps of Spanish giant Zara and Swedish high street retailer H&M. It recorded a very impressive turnover of INR 2.2 Crore (EUR 282k) during its first two days of retailing in India. The store is spread over 35,000 sq. ft. which is divided into three floors. However, the store is smaller than competitors like Zara’s flagship 51,300 sq. ft. at Flora Fountain, South Mumbai, H&M’s 37,000 Sq. Ft. in DLF Mall, Delhi. This Uniqlo store carries a full line-up of LifeWear for men, women, kids and babies. Now Uniqlo is planning to open its second store at Cyber Hub in Gurgaon which offers diverse experiences and is surrounded by an interesting mix of working professionals as well as people who visit for leisure. Uniqlo’s competitors Zara & H&M have around 20-25 stores each and are planning to add 50 more by the end of 2020.

