

New Market Entries & Partnership

- Reliance Brands Ltd. is in talks with Chaurasia Group's Infinite Luxury Brands to acquire the franchise rights of Versace in India. Reliance sees huge potential for growth in the luxury segment and has been constantly strengthening its brand portfolio.
- Tablez, the retail arm of Lulu Group International, has partnered with the Spanish fashion brand Desigual to launch in the Indian market. Tablez is planning to open six exclusive brand outlets for Desigual in leading metro cities and it will be available online through Myntra, which has a large e-consumer base.
- German footwear brand Brikenstock has taken the online route for its India entry and will start selling its popular footwear via the brand's new website in the country. The first offline store is scheduled to open early next year in the Delhi-NCR region.
- Titan Co Ltd's fashion brand Fastrack has expanded its product portfolio by entering the perfumes category with the launch of Fastrack perfumes.
- Flipkart-owned fashion platform Myntra has partnered with Purple Style Labs-owned luxury fashion retailer Pernia's Pop Up Shop to enter the luxury segment.
- Marc Jacobs has relaunched its menswear line. The new range is positioned within The Marc Jacobs, the affordable line launched by the eponymous US designer earlier this year, with a strong focus on collaborations.
- Prada and L'Oreal have signed a long-term license agreement for the luxury Italian house's beauty arm. This license will give L'Oréal Luxe the ideal complement to its portfolio of iconic brands.
- Beauty and home services marketplace Urbanclap has partnered with men's grooming brand, The Man Company, to strengthen its presence in the grooming services segment. With this partnership, consumers will be able to access products from the charcoal series by The Man Company on Urbanclap.
- Carrera Jeans is planning to enter the India market next year through partnership with Licenseworks, the leading brand licensing agency, to expand into the Indian market.

Growth & Retail Development

- Multi-brand fashion and lifestyle retailer Shoppers Stop opened two stores to strengthened its retail foot print. One of which opened in Seawoods Grand Central Mall, Navi Mumbai, which is spread over 15000 sq. ft. The store has dedicated sections for apparel, cosmetics, accessories, and Homeware.
- Polo Ralph Lauren, the iconic American brand by Ralph Lauren, has open its exclusive brand outlet in Ambience Mall, Gurugram. The store will feature the label's menswear and womenswear lines as well as its classic accessories.
- Tanishq-owned omni-channel jeweler Caratlane has taken its India store count to 80 with the addition of two new stores in Chennai and Maharashtra.
- Aditya Birla plans to double its store count for its multi-brand luxury fashion retail chain The Collective and open 10 more stores in the coming three years.
- Multi-brand beauty retailer Nykaa opened a Nykaa Luxe store in Panjim, North Goa. The store retails a range of brands including Huda Beauty, Bobbi Brown, Estée Lauder, Clinique, MAC Cosmetics, Glam Glow, and Farsali among others.
- Aditya Birla has opened its first licensed American Eagle store in Bengaluru with a 3000 sq. ft. space in the Orion Mall. The store opened with the brand's holiday collection of themed apparel as well as its fall 2019 collection and range of winter and ski coats.



Growth & Retail Development

- Walmart has strengthened its presence in Andhra Pradesh and opened its first Best Price Modern Wholesale store in the state in Kurnool marking its 28th store in India, which is spread over 50,000 sq. ft. and deliver wide range of fast-moving consumer goods.
- Jewellery brand Bluestone has strengthened its offline network with the opening of its first store at Phoenix Market City, Pune. Bluestone will continue with its offline expansion and plans to add another 100 stores by December 2020.
- Bottega Veneta reopened its boutique inside luxury mall DLF Emporio in New Delhi, with a new interior design and pieces from the brand's spring/summer 2020 runway show. The store's new design features three dimensional Intrecciato motifs, light-hued wood, and warm, bright lighting.
- Procter & Gamble plans to launch an e-commerce platform in India to tap into the country's booming online market and is currently testing a beta version of the site.
- Forever 21 has strengthened its retail presence in the country with the addition of a new store at Orion Mall in the city of Bengaluru. The store was inaugurated by Bollywood actress Kareena Kapoor Khan
- Italian cosmetics brand Kiko Milano open its retail outlet in Vegas Mall, Delhi and plans to strengthen its online and offline network in the country. The company is looking to further expand its presence and plans to add another 45 stores by 2020 across the country.
- Footwear and accessories brand Mochi have entered the Goa market with the opening of its first store in the city of Porvorim in Goa, which is the brand's 140th in the country.

Marketing & Promotion

- Fast-fashion retailer Shein is promoting its brand across India with 100 interactive events in four cities to promote its brand across Indian campuses. Shein is hosting parties with its campus ambassadors where guests can shop the brand's party wear at discounted prices and play games to win gift voucher.
- Fashion and lifestyle brand Good Earth held an exclusive "All That Glitters" showcase event for fine jewellery brand Aurus at two of its stores in Mumbai to promote the brand's festive offerings.
- Cosmetics brand Colorbar has launched an exclusive Kiosk in R-City mall, Ghatkopar, to promote its winter festive themed products, has launched its first-ever makeup academy and it also offers free makeovers to customers.

Spotlight

The 11th edition of Myntra's End of Reason (EORS) Sale registered a 67 per cent rise in orders the over last year. It got off to a flying start, with the company selling 177k items within the first 10 minutes of the sale going live and over 3.3 million products on Day 1 of the sale. Myntra has witnessed enthusiastic participation from Tier 2 and 3 cities across the country, with 50 percent of the orders coming from these regions. Jackets, sweatshirts and casual shoes were the most popular items from smaller towns.

Myntra has partnered with 35+ leading brands to enable deliveries directly from their stores resulting in a wider selection and faster deliveries for customers during EORS. To make shopping more convenient for customers, Myntra has partnered with 200 tailors to offer alteration services in Bangalore, Delhi, Mumbai and Kolkata and opened 20 experience centers across the country to provide value added services such as pick up, returns, trial rooms and alterations.

