

New Market Entries & Partnership

- Swedish fast-fashion retailer H&M plans to launch by opening four stores for its premium brand Cos across Mumbai and Delhi. The Company also plans to launch H&M Home in India, and could bring other clothing brands to India in the future. H&M is planning to open two Cos outlets each in Delhi region and in Mumbai by the end of 2020.
- Birkenstock has launched in India with the opening of its first store at Terminal 3 of the Indira Gandhi International Airport in Delhi on January 27. Going forward, the brand plans to open mono-brand retail stores in an international premium brand environment in the country's top shopping locations.
- Eyewear brand Numi Paris has launched in the Indian market with its 'Global Collection 2020', featuring avant-garde sunglasses and optical eyewear, ahead of plans to build an offline presence in the country. Numi Paris is now available in India through its dedicated e-commerce store
- Sportswear brand Puma launched a new collection made entirely from recycled plastic. The brand has partnered with recycling firm First Mile to co-create the collection which consists of shoes and apparel made from recycled yarn that is manufactured from plastic bottles collected in the First Mile network.
- The online clothing retailer Ajio brought a dose of wearable fashion to the Lakme Fashion Week runway, with a multi-brand western wear showcase. The collection included garments available on Ajio's e-commerce site and was designed to promote the growing fashion platform.
- Leather goods and accessories brand Nappa Dori has collaborated with international denim giant Levi's to create an exclusive collection of bags and accessories. The new 'Nappa Dori x Levi's' collection mixes Nappa Dori's utilitarian, clean aesthetic with Levi's casual-wear heritage. The line launched on Nappa Dori's dedicated e-commerce store and features backpacks, tote bags, luggage, laptop bags, and fanny packs in black, grey, and navy blue.
- Aditya Birla Fashion and Retail Ltd (ABFRL) has partnered with British heritage brand Fred Perry to launch the latter in the Indian market. Fred Perry entered the Indian market with its first standalone store in the country at DLF Promenade shopping mall, New Delhi. The store is spread over an area of 1100 square feet and will house a range of the brand's most iconic products that will include latest collections and collaborations.
- Spanish luxury fashion brand Balenciaga is set to enter the Indian market with Reliance Industries' subsidiary Reliance Brands reportedly opening a brick-and-mortar store soon in Mumbai.
- Flipkart's multi-brand online fashion retailer Myntra has launched Italian motorbike manufacturer Ducati's clothing line on its e-commerce store as the business continues to expand its menswear offerings. As the clothing line of Ducati motorbikes, the brand's clothing has a heavy focus on the brand logo, seen in logo tees and on details. Myntra launched the brand with the slogan "fashion for fast living".
- Swedish apparel brand H&M will launch its first ever line of sarees in India as part of its upcoming collaboration with designer Sabyasachi Mukherjee as the brand sees the Indian market as having great growth potential. Ethnic wear represents a huge market in India and retailing sarees could bring a new crowd shopper to H&M, demonstrating the importance of Indian market for H&M.

Growth & Retail Development

- Footwear and accessories retailer Metro Brands Ltd is looking to strengthen its online presence to boost sales. The company will also be expanding its retail footprint across India; in line with this over 20 stores have been planned over the next two months. It has a network of 535 stores, across over 117 cities. Metro Brands Ltd houses brands like Metro Shoes, Mochi, Walkway, Davinchi and operates retail stores for Crocs.



Growth & Retail Development

- Japan-based sportswear company Asics is looking to aggressively expand its retail footprint across the country and has planned 15 new stores this year. Apart from its retail expansion, Asics is also looking to strengthen its online presence by widening its customer base in tier 2, 3 cities that contribute the most to its online sales. The brand currently has 21 monobrand stores in the country. Asics is one of a few number of brands that manages its local Indian operation via a wholly owned subsidiary. Its stores are opened via specific partnerships, but does not have a Pan India and/or regional franchise partner. It has hence decided for a more direct, fragmented strategy. Asics brand is also available at 300+ multi-brand outlets and select online platforms which account for ~20% of sales.
- Hermes, with one store in Delhi and Mumbai each, has reported a 55% increase in net profit at 2.3 Million Euros for fiscal 2019 on revenue of 13.7 Million.
- Fast-fashion brand Uniqlo will strengthen its retail footprint in India, with the opening of its third store in the nation capital, New Delhi. Uniqlo's third store is spread over 21,500 square feet of retail space across two floors. The brand also plans to launch its own e-commerce site in 2020.
- E-commerce platform Flipkart has closed down its online fashion platform Jabong after acquiring it four years ago. The business plans to focus on its main fashion platform Myntra where Jabong's site and app will redirect to.
- Tata group's e-commerce platform Tata Cliq is shifting towards an inventory model for e-commerce retail, in order to give it an edge against competition from e-commerce giants, Flipkart and Amazon. Tata Cliq will launch direct selling from its website and has invested Rs 300 crore (\$45 million) to facilitate its service expansion.
- Fashion retail chain Shoppers Stop Limited closed down two of its stores due to poor sales and low profitability. The two stores were located at Orion East Mall, Banaswadi, Bengaluru, and The Grant Mall, Velachery, Chennai; and strengthened its retail footprint in the city of Hyderabad with the opening of its sixth store in the city at Sarath City Capital Mall. The new store is spread over an area of 30,000 square feet, and will house more than 200 brands including MAC, Clinique, Kiko Milano, Bvlgari, and Armani, among many others.
- Aditya Birla Fashion Retail Limited (ABFRL) is planning to strengthen its retail presence across the country with the addition of more than 500 new outlets this year.
- India's leading premium menswear brand Louis Philippe has strengthened its retail footprint in the eastern state of Odisha with the opening of its 7th store in the city of Bhubaneswar. The new store is located at Utkal Galleria Mall and is spread across more 1200 sq ft. The store will house the season's latest offering that includes collections such as Permapress, the Gods and Kings range, LP Luxor and the Athwork line among others.

Marketing & Promotion

- Fashion retailer Universal Sportsbiz Pvt. Ltd (USPL) has named Bollywood actor Ranbir Kapoor as the new brand ambassador for their menswear brand - Single. Kapoor will feature in a brand campaign promoting Single across all platforms. Single will be available online on fashion platform Myntra and offline at Shoppers Stop and Central stores across India.
- Arvind Lifestyle Brands-owned denim brand Flying Machine has named Bollywood actor Kartik Aryan as its new brand ambassador. The brand will launch its new campaign of the season featuring the actor. With this association, Flying Machine is banking on Aryan's popularity to connect with the youth and widen its reach across India.
- German sportswear brand Puma's association with Indian cricketer Virat Kohli's One8 brand helped the former generate strong sales in the country. Despite the economic slowdown in India, Puma reported a 23 percent growth in sales for the financial year 2019, with Kohli's One8 contributing 10 percent to total sales.

