

APPAREL AND ACCESSORIES

Balenciaga set to debut in India in 2023

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Balenciaga will make its entry into India in 2023. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga**, positioning itself as one of the most sought after contemporary luxury brands, is ready to enter India's market.

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Inking a deal with Reliance Brands, the subsidiary of Reliance Retail Ventures will be Balenciaga's solitary partner in India, its second partnership with a Kering brand. Balenciaga is slated to debut in India in the middle of 2023.

"Few brands have actually embraced the opportunity for creative reinterpretation and reinvention quite like Balenciaga," said Darshan Mehta, president and chief executive of Reliance Brands, in a statement.

"Their avant-garde and ingenious creations, bold use of the logo, and a consequent cult in the fashion industry has already created a strong footing throughout the world."

Balenciaga boom

An entry into new markets makes sense for the French fashion house, as the brand continues to thrive.

As the first months of 2022 were marked with uncertainty, one thing remained certain: strong demand for Balenciaga.



Yeezy Gap Engineered by Balenciaga collection. Image credit: Gap, Inc.

The label topped the Lyst Index of fashion's hottest brand for the first quarter of 2022. It was the third consecutive time Balenciaga has led the Lyst Index, having seen demand jump by 108 percent this quarter, according to the global fashion shopping app ([see story](#)).

In June, Balenciaga and Kanye West's Yeezy Gap officially brought their creative collaboration to physical retail.

In an Instagram post, Yeezy Gap announced that the two brands, which have collaborated on the Yeezy Gap Engineered by Balenciaga apparel collection, were taking over Gap's Times Square flagship store in Manhattan. Until 10 p.m. EST on July 21, products from the collection were available in-store for the first time ([see story](#)).

It is clear that Balenciagam is coveted and actively sought after. Many believe now is a time as good as any to attract new consumer bases.

"It's the most opportune time to introduce the brand to the country as the Indian luxury customer has matured and is using fashion as a form of creative expression of their individuality," Mr. Mehta said.

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