

IN-STORE

## Michael Kors greets Indian consumers with New Delhi store

August 6, 2013



By JOE MCCARTHY

U.S. label Michael Kors is catering to affluent Indian consumers by opening its first store in the country that is fully equipped with the brand's signature items.

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The New Delhi store intends to provide a full brand experience for consumers who have had to piece together brand connections in far-flung locations and with online transactions. Entering a new market also generates fresh brand loyalty among consumers who may have been disinclined to travel a long distance for shopping purposes.

"It seems that most luxury brands are finding a good store market in Asia-Pacific," said Paula Rosenblum, managing partner at [RSR Research](#), Miami, FL.

"The fact that India has just reduced restrictions on foreign-owned retail stores will only help brands like Michael Kors grow their presence within that country," she said.

Ms. Rosenblum is not affiliated with Michael Kors, but agreed to comment as an industry expert.

[Michael Kors](#) declined to comment directly.

New neighbors

The store is located inside New Delhi's DLF Emporio mall. DLF Emporio opened in 2008 and skews toward luxury brands of both international and native origins.

New Delhi acts as a commercial hub for India's growing population of young, affluent citizens who are enamored with luxury. It is also the nation's capital.



*DLF Emporio*

The 1,500-square-foot store will carry Michael Kors Collection ready-to-wear and handbags, as well as accessories, footwear, watches, eyewear and ready-to-wear from the MICHAEL Michael Kors line, according to the brand.

Featuring multiple price points will likely increase the buzz generated by the store's opening.

Leather furniture, metal fixtures and mirrored surfaces have been incorporated into the store to reflect the label's aesthetic.



*Interior of New Delhi Michael Kors store*

The brand plans to expand its presence in India now that it has entered the market in a key location.

Other luxury fashion brands located in DLF Emporio include Christian Dior, Gucci, Hugo

Boss, Bottega Veneta and Burberry.



### *DLF Emporio*

#### The touch and feel

India is emerging as an auspicious place for luxury brands as other luxury marketers recognize the importance of having a tangible presence in the country.

For instance, Rolls-Royce Motor Cars secured its place in India's up-and-coming luxury marketplace by opening up a third showroom in the country.

The opening of the new showroom proves that Rolls-Royce remains confident with its sales results in India. The showroom is located in Hyderabad, which is a large metropolitan area with affluent consumers ([see story](#)).

In addition, Ritz-Carlton strengthened its Asia-Pacific division with a package that highlights the memories made during a trip ([see story](#)).

Meeting Indian consumers in their own country demonstrates that the brand values these consumers.

"My belief, and empirical evidence from visiting high-end malls in Miami and other places, is that Indian consumers were taking advantage of the opportunity when they were out visiting other countries," Ms. Rosenblum said.

"The opportunity to buy within their own country should increase purchase frequency," she said.

#### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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