

## Delhi vs Mumbai: Has the Fashion Capital Debate Finally Ended?

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### The Delhi vs Mumbai Fashion Debate Seems To Have Reached a Conclusive End

The long-standing rivalry between **Delhi and Mumbai's fashion scenes** has once again taken center stage — and this time, Delhi seems to have taken the crown.

The conversation reignited when **COS**, the Swedish fashion brand known for its **minimalist Scandinavian aesthetics**, announced the opening of its **first Indian store in Delhi's Select City Walk this October**. A pre-launch party was hosted in Mumbai, but the store itself is headed to the capital — a move that reignited the debate.

Online fashion watchdog **DietSabya** jumped on the news, posting:

*“With COS finally opening... are we ready to admit Delhi > Mumbai when it comes to shopping power and taste? The audacity. The accuracy.”*

And it seems fashion insiders agreed.

One user commented: *“I'm a Delhi girl who's been living in Bombay for 19 years and I have to say when it comes to fashion, Delhi wins hands down. In Delhi, style spills out on every street. Bombay is way more chill — comfort over couture.”*

Actor **Mandana Karimi** echoed this sentiment, adding her unfiltered take:

*“Back in the day, Bombay had style, personality, and taste. Now it's just brands walking without individuality. Sorry, Louis Vuitton on autopilot isn't a vibe. Delhi girls, though? Thank God they exist. They mix brands with Indian wear and still serve individuality. Bombay? Dead case.”*

While **Mumbai** has always been celebrated for its laid-back, breezy approach to dressing — perfectly suited to its humid weather and fast-paced lifestyle — **Delhi** has long been associated with grandeur, experimentation, and couture-driven aesthetics.

With **COS** placing its first India store in Delhi and fashion voices rallying behind the capital, it seems the **decades-old Delhi vs Mumbai fashion rivalry** has finally found its verdict: **Delhi leads the runway**.