

Amanora Mall Levels Up Fashion: New Flagships, Bold Brands

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Amanora Mall in Pune is redefining its role as the city's fashion destination by strategically expanding its retail offerings with bold new store openings designed to attract today's style-conscious shoppers. The mall's fashion upgrade spans fast fashion, menswear, streetwear, and youth-centric labels—appealing to a wide spectrum of fashion tastes and demographics.

1. The Indian Garage Co.'s Fast-Fashion Flagship

On March 1, 2025, **The Indian Garage Co.** unveiled its flagship store at Amanora Mall, a stylish 2,051 sq ft space showcasing clothing and accessories tailored to Gen-Z trends. Inaugurated by mall CEO Surjit Singh Rajpurohit, the launch coincided with a high-energy "Fashion Frenzy Sale" where over 1,500 styles were sold, all priced under ₹799. ([turn0search0](#))([turn0search10](#))

2. The Bear House Makes a Comeback

The men's fashion label **The Bear House** opened a 2,000 sq ft store at Amanora Mall in mid-2025. The brand offers modern, relaxed menswear—from versatile flannels and rugged denim to polished outerwear. Co-founders Tanvi and Harsh Somaiya emphasized how this launch builds a "deeper, more personal connection" with Pune's style-savvy audiences.

3. Bonkers Corner Brings Pop Culture Heat

Streetwear label **Bonkers Corner**, known for oversized tees and trendy hoodies, opened in Amanora Mall's East Block in 2024. With an industrial-meets-minimalist interior and digital screens that highlight pop culture collections—like *Squid Game*-inspired apparel—the brand injects youthful energy into the mall's fashion mix. ([turn0search15](#))([turn0search13](#))

4. Bewakoof's Pune Debut

In January 2025, **Bewakoof**, celebrated for its quirky, graphic-heavy fashion, launched its first physical store in Pune at Amanora Mall. This debut marks a significant expansion for the digital-native brand, bringing its bold aesthetic—aimed at Gen-Z and millennial consumers—to the offline world.

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