

## OVS Brings Iconic Italian Fashion to India with New Delhi Store

Published on 12 Sep 2025 | By IFI Correspondent



Italian fashion brand OVS will debut in India with a new store opening in October at Pacific Mall, Tagore Garden, New Delhi. **This milestone** marks a major step in OVS's global growth strategy. **Additionally**, it brings the brand's "Love People, Not Labels" philosophy to Indian shoppers.

## A Modern Retail Experience

The 9,000 sq. ft. store **introduces OVS's latest retail concept**, offering a seamless shopping journey. **Shoppers can explore** everyday essentials and premium lines, including PIOMBO, B.Angel, Les Copains, and Utopja. **Furthermore**, the in-house design team develops all collections, ensuring consistent fit, quality, and seasonal updates.

**Moreover**, the store layout encourages customers to interact with products, enhancing the overall shopping experience. **Consequently**, visitors can discover both casual and luxury options in one space.

With over 2,200 stores worldwide and €1.63 billion in 2024 sales, OVS targets India's fast-growing fashion market. Given the country's young population and increasing appetite for global style, OVS sees strong potential. Therefore, the New Delhi store will serve as a flagship location, offering accessible pricing and a consolidated brand experience.

**In addition**, the store reflects OVS's commitment to bringing international fashion trends directly to Indian urban shoppers.

## **Commitment to Sustainability**

OVS emphasizes sustainability across its operations. **Specifically**, the brand focuses on conscious sourcing and responsible production practices. **As a result**, customers can enjoy stylish clothing while supporting ethical and environmentally friendly processes. **Thus**, OVS balances fashion-forward designs with sustainability commitments.

## **Grand Opening Offer**

To celebrate the launch, OVS will gift the first 100 visitors a surprise item. This initiative encourages early footfall and introduces new shoppers to the brand experience. Additionally, it aims to foster engagement with loyal and first-time customers alike.

For more style updates & exclusive fashion stories follow indiafashionicon.com