

OVS Brings Iconic Italian Fashion to India with New Delhi Store

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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.

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