

OVS Debuts in India: First Store Set to Open in Delhi

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OVS India manager **Sundeep Chugh** shared the brand's goal: to bring "design, quality and affordability" to very young, dynamic consumers who are passionate about global fashion. The store will carry collections by several of its labels — **Piombo, B.Angel, Les Copains, and Utopja**.

Why This Expansion Matters

- **Target Audience:** By focusing on young consumers interested in worldwide trends, OVS aims to fill a fashion-segment gap in India — offering international design aesthetic without luxury pricing.
- **Competitive Retail Landscape:** India's fashion retail sector has been seeing growth, with several international brands making inroads; OVS's entry adds another player to this competitive market.
- **Localization vs Global Identity:** While its offerings will emphasize global style, shoppers will be watching to see how OVS adapts to local preferences — sizing, color palettes, climate-friendly fabrics etc.

OVS's arrival in India signals the brand's confidence in tapping into one of the world's fastest-growing fashion markets. Its first store in Delhi will serve as a litmus test for how well its balance of design, affordability, and youthful style resonates here.

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