

Next Launches First Indian Store in Pune Through Myntra Partnership

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British fashion retailer Next officially launched its first store in India at The Pavilion Mall, Pune. This event marks the debut of the brand's physical presence, following a successful online introduction via Myntra.

Store Launch: A Landmark Event in Pune

The Pavilion Mall, located in Pune, hosted the grand launch of Next's flagship store. The store offers a wide range of apparel for men, women, and children.

It also features lifestyle accessories, footwear, and casual wear in line with Next's global style. The store design reflects Next's signature aesthetics, combining modern layouts with a customer-friendly experience.

Furthermore, the launch event included key executives from Next and Myntra, highlighting the importance of the partnership.

Myntra Partnership: Exclusive Franchise and Distribution Rights

In March 2024, Myntra secured exclusive franchise and distribution rights for Next in India. This partnership enables both brands to expand across physical retail and online platforms simultaneously.

By leveraging Myntra's extensive digital reach, Next can target a vast base of Indian consumers efficiently. Additionally, Myntra plans to integrate Next's collections seamlessly into its existing fashion portfolio.

The collaboration underscores the growing trend of global brands entering India through strategic alliances with e-commerce platforms.

Product Offerings: A Comprehensive Collection

Next's Pune store features diverse collections across categories including casual wear, workwear, and formal attire.

Men's apparel includes jackets, shirts, trousers, and denim with attention to style and comfort. Women's fashion features dresses, tops, skirts, and premium accessories reflecting contemporary trends.

Online Success: A Precursor to Physical Expansion

Next entered India through Myntra's online platform in 2023, receiving remarkable consumer response. The online debut led to increased brand awareness and high demand for global-quality apparel. Consequently, the online success encouraged Next to launch its first physical store in Pune. Sales analytics indicated that Indian customers preferred casual yet premium designs offered by Next.

This digital-first approach allowed Next to adapt its offerings to local preferences before physical expansion.

Future Expansion Plans: Next Across India

Next aims to open 8–10 stores in major cities including Delhi, Mumbai, and Bengaluru over the next few years. These stores will offer the same premium apparel and accessories as the Pune outlet. The strategy focuses on urban hubs where fashion-conscious consumers show high demand for global brands.

Myntra's franchise rights ensure smooth operations and strategic supply chain management for each store.

Furthermore, expansion will complement online sales, providing a seamless omnichannel experience for consumers.

Market Trends

The Indian fashion retail market is witnessing increased entry of international brands.

Zara, H&M, and Uniqlo have successfully expanded in India, validating market potential.

Next's launch in Pune reflects confidence in India's growing fashion-conscious population.

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