

## Nicobar Celebrates 10 Years with Festive Line ‘Firefly’, Wedding Wardrobe Plans, and Global Expansion

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**New Delhi** – Lifestyle brand **Nicobar** is marking its **10th anniversary** with big ambitions: a new festive line, plans for a wedding collection, expansion across Tier-II Indian cities, and its first international store in Dubai.

Founded in 2014 by **Simran Lal** and **Raul Rai**, Nicobar was born from the idea of creating “the saviour dress”—a modern, functional silhouette rooted in Indian design traditions. A decade later, the brand has grown from a 50-member team to over **250 employees**, with stores—or “islands,” as they call them—across major metros and new markets like **Ludhiana, Raipur, and Lucknow**.

The upcoming festive collection, ‘**Firefly**’, draws inspiration from the Indo-China trade route, featuring **mirrorwork chrysanthemums, muted metallic brocades, and layered silks**. For homes, ceramics with metallic glazes and tactile tableware echo the celebratory spirit, while Nicobar’s evolving design language continues to balance **tradition and modernity**.

Beyond apparel, the brand is preparing to launch its **wedding line**, focusing on **layered separates that prioritise comfort over excess**. Nicobar has also expanded into **furniture** with armchairs, sofas, and bar stools, and continues collaborations in interiors with brands like **House of Things**.

Rai and Lal see Nicobar as a “**culture-first company**”, where stores are designed as calming oases and collections are crafted with a philosophy of mindful consumption. “We want our clothes to be repeated and reworn,” Lal says. “If people buy less but buy better, that’s alright.”

As the brand prepares to open its **first international store in Dubai**, Nicobar’s next decade looks set to carry forward its founding philosophy: creating timeless pieces that shape not just wardrobes but also how people live with them.

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