

ATHLETIFREAK Launches First Store in Delhi with Shahid & Mira Kapoor

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ATHLETIFREAK, a US-based luxury activewear brand, has opened its first Indian store at Nexus Select CityWalk, Saket, New Delhi. The brand is co-founded by Mo and Noor Wadhvani and is backed by Bollywood stars Shahid and Mira Kapoor, who serve as strategic investors and brand ambassadors.

Strategic Entry into the Indian Market

The Delhi store marks ATHLETIFREAK's entry into Asia, with plans to expand to Mumbai, Bengaluru, and Hyderabad. Co-founder Mo Wadhvani expressed confidence in the Indian market, stating, "India is an extremely strategic market for us. We see tremendous potential here because the Indian consumer is fitness-forward, bold, and unwilling to compromise on quality or style."

Product Offerings and Expansion Plans

The 1,200 sq. ft. store debuts with 200 SKUs, including fitness gear, leisure wear, and hybrid lifestyle apparel. The product range will expand to nearly 550 SKUs within the next three months, aligning with the offerings in the US. Adjustments in fabrication, sizing, and design have made to suit the Indian market.

Vision for the Brand

Mira Kapoor emphasized the brand's focus on community engagement and wellness, stating, "Fitness and wellness have been an integral part of our lives. It's not just fitness, but this project stands for movement and passion, which has connected with us."

Global Presence and Future Outlook

ATHLETIFREAK currently operates five stores in the US and has a partnership with Ironman, presenting the brand across international races. By 2026, the company aims to operate 12 stores in the US, with India expected to contribute nearly 50% of its global business in the next two years.

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