

Bershka Lands on Myntra: Bold New Fashion Vibes for India

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BERSHKA, the trend-led fashion label from the Inditex group, has officially arrived on Indian e-commerce platform Myntra. The launch comes just before the festive season, promising fresh and fearless style options.

What to Expect: Styles & Collection

The collection at launch includes **1,200+ styles** spanning men's and women's wear. Expect a mix of statement denims, oversized hoodies, cargos, basics, bold cuts, edgy prints and unexpected detailing. Accessories are part of the offering too.

Target Audience & Market Position

BERSHKA positions itself clearly for youth, especially Gen Z consumers. Myntra too sees this as a strong addition to its international brands portfolio. With over **70 million+ monthly active users** on Myntra, including approximately **21 million Gen Z users**, the timing is strategic.

Strategic Implications for Myntra

By bringing Bershka onboard, Myntra strengthens its global brand portfolio, already housing over 450 international brands. The move underlines Myntra's push to give consumers access to fashion trends that are global, edgy, and affordable. Also, it underlines growth in demand from non-metro India; Myntra claims around 45% of demand for international brands comes from non-metros.

Why Now: Festive Season & Fashion Trends

The launch is timed ahead of India's major festival window, when shoppers are actively looking for new outfits. Also, streetwear and pop culture influences are strong among India's younger buyers—BERSHKA's runway-meets-street aesthetic fits well.

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