

Mufti Unveils Flagship Store at Phoenix Palladium, Mumbai

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Mufti, one of India's most recognized homegrown fashion brands, has inaugurated its new flagship store at Phoenix Palladium Mall in Lower Parel, Mumbai. This launch signifies the beginning of a reimagined brand journey, marking Mufti's most significant transformation to date.

Brand Evolution

Founded by Kamal Khushlani in 1998, Mufti has evolved from a small startup to a prominent name in men's fashion. Firstly the brand is known for its innovative designs and commitment to quality. Secondly they offer a wide range of apparel including shirts, jeans, t-shirts, sweatshirts, sweaters, joggers, blazers, and jacket.

Store Concept and Design

The new flagship store at Phoenix Palladium is designed to offer an immersive shopping experience that reflects Mufti's contemporary and progressive fashion ethos. Store's layout and design elements are curated to provide a seamless blend of style and functionality, aligning with the brand's renewed vision.

Strategic Significance

This flagship store is the first of several experiential stores Mufti plans to launch across India. Thus the brand aims to establish a stronger presence in key metropolitan areas, enhancing customer engagement and accessibility to its latest collections.

Location and Accessibility

Phoenix Palladium Mall is a premier shopping destination located in Lower Parel, Mumbai. The mall boasts a diverse range of luxury and premium brands, making it an ideal location for Mufti's flagship store. Therefore mall's central location ensures easy accessibility for shoppers from various parts of the city.

Overall opening of Mufti's flagship store at Phoenix Palladium marks a significant milestone in the brand's journey. Hence its innovative store design and strategic location, Mufti is poised to redefine the men's fashion retail experience in India.

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