

NEXT Opens First Store in India at Pune's Pavilion Mall

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NEXT, the iconic British fashion and lifestyle brand, has officially launched its first store in India at The Pavilion Mall, Pune. This opening marks a significant step for the brand as it introduces its timeless British elegance to Indian customers. Furthermore, the store brings a wide variety of menswear, womenswear, and kidswear collections, emphasizing both style and comfort. Additionally, shoppers can explore curated accessories and homeware, making the store a one-stop destination for modern lifestyle essentials.

A Store Designed for Modern Shoppers

The store spans an impressive 6,500 square feet, and thus provides a spacious and immersive shopping experience. Moreover, the interior blends sleek contemporary design with traditional British motifs, which enhances the overall ambience. In addition, strategically placed display sections ensure that every product is showcased with elegance. As a result, customers can easily navigate the collections while enjoying a luxurious yet relaxed atmosphere.

Collections That Blend Style and Versatility

NEXT's collections emphasize versatility, which appeals to both young and mature shoppers alike. Consequently, the menswear range includes sharp formal suits, casual separates, and seasonal staples. Simultaneously, the womenswear collection features dresses, skirts, and contemporary separates suitable for office or evening wear. Likewise, the kidswear line offers vibrant and durable options, allowing children to combine comfort with style. Therefore, the store caters to the entire family, making fashion accessible for all age groups.

Commitment to Sustainability

In addition to style, NEXT has consistently prioritized sustainability. For example, several collections feature eco-friendly fabrics and responsible manufacturing practices. Moreover, the brand continues to expand its range of ethically sourced products, which demonstrates a commitment

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