

AZORTE Opens India's Only Fashion Neo-Store in Mumbai

Published on 14 Oct 2025 | By IFI Correspondent



Reliance Retail's fashion and lifestyle brand **AZORTE** has just unveiled what it calls India's only fashion "neo-store" at **Phoenix Marketcity, Mumbai**.

The store spans 14,881 sq ft.

On opening day, actress Khushi Kapoor inaugurated the new space.

What Is a "Neo-Store"?

Merging Physical & Digital

AZORTE's neo-store isn't just another retail outlet. It fuses technology with in-store design.

Thus idea: a seamless experience between online and offline.

Key Digital Innovations

Some of the first-of-its-kind features include:

- Smart trial rooms that suggest product combinations.
- Interactive digital screens for "endless aisle" showing items beyond what's physically on rack.
- RFID & QR code tech to ensure stock transparency and better inventory tracking.
- Self-checkout counters for fast, frictionless exits.
- Frictionless check-in & in-store navigation to help customers navigate the space.

Therefore features aim to reduce waiting, improve discovery, and make the shopping journey more intuitive.

Layout, Proposition & Brand Positioning

All Under One Roof

The new store houses womenswear, menswear, kidswear, and accessories.

Overall concept is to offer a full fashion spectrum in one place.

A "Safe Space" for Expression

AZORTE describes each store as "Your Safe Space". Firstly it wants customers to experiment with style, feel comfortable, and express themselves.

Secondly the design aims to be inclusive, immersive, and welcoming.

Urban Market Focus

With this flagship in Mumbai, AZORTE is doubling down on key urban markets.

Voices & Stakeholders

From AZORTE Leadership

Dhaval Doshi, Head of Marketing, said the store is more than retail — it reflects how today's generation *experiences* fashion.

Hence also emphasized that visits should feel like "discovery" — not just shopping.

From Phoenix Marketcity / The Phoenix Mills

Vikas Shetty, SVP & Retail Director of The Phoenix Mills Ltd., welcomed AZORTE warmly.

He also stressed that AZORTE enhances the mall's fashion & lifestyle mix.

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