

## 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.

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.