

Italian brand MAX&Co. makes India debut via Reliance Brands

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The Italian womenswear brand MAX&Co., a part of the Max Mara Fashion Group, is all set to enter the Indian market. It will do so through a long-term master franchise agreement with Reliance Brands Limited (RBL). The deal marks a significant step in RBL's strategy of bringing premium and contemporary international labels to India.

MAX&Co. brings Italian design heritage and contemporary spirit. Meanwhile, Indian fashion consumers are increasingly looking for global aesthetics with local relevance. And hence, this partnership appears timely.

Deal details and rollout plan

Under the agreement, RBL will launch the first flagship MAX&Co. store in Mumbai in early 2026. Following the Mumbai store, a national rollout across other major metropolitan cities in India is planned.

The store will showcase the full MAX&Co. offering — this includes apparel, accessories and seasonal capsule collections (labelled "&Co.laboration") that reflect the brand's bold and modern attitude.

Why India and why now?

For MAX&Co., India represents a "vibrant and forward-thinking market" that aligns with its design identity of confident, modern femininity, according to Maria Giulia Prezioso Maramotti, brand divisional director at Max Mara.

From RBL's perspective, the timing is opportune: Indian consumers are increasingly gravitating towards premium and modern international fashion labels, with appetite for distinctive design and global trends.

Expectations and challenges ahead

As the rollout begins, there are several factors to watch:

- **Localization vs. global identity:** How will MAX&Co. adapt its global aesthetic to Indian tastes while retaining its brand DNA?
- **Store experience:** The first store in Mumbai will be important — its location, store format, merchandise mix and customer experience will set the tone.
- **Competition:** The premium-contemporary womenswear space in India is becoming crowded. Brands will need to differentiate with design, experience and service.

- **Expansion pace:** While the rollout is planned across major cities, execution and timing will matter significantly for momentum.

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