

Isha Ambani's Reliance Brands to Introduce Italy's Max&Co. to India

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India's retail scene is poised for a fresh upgrade in women's fashion as Reliance Brands Limited (RBL) has entered into a long-term master-franchise agreement with Italy's Max Mara Fashion Group to launch its contemporary label MAX&Co. in India.

The move, led from the domestic side by Isha Ambani, Executive Director at Reliance Retail Ventures, marks a strategic expansion of RBL's premium and international brand portfolio—targeted at Indian women seeking global design sensibilities infused with modern femininity.

Store-rollout plan & brand positioning

According to the announcement, the first MAX&Co. boutique in India is slated to open in Mumbai in early 2026. From there, RBL plans a national rollout across key metropolitan centres.

The Indian stores will carry the full MAX&Co. range: ready-to-wear apparel, accessories, and their seasonal "&Co. llaboration" capsule lines, reflecting the brand's mix-and-match aesthetic of Italian design heritage and youthful energy.

In the brand's own words, MAX&Co. "embodies a bold, modern expression of femininity—dynamic, joyful, and unapologetically individual". RBL echoed this when Isha Ambani said the brand's fusion of Italian design heritage and youthful energy.

Significance for Indian women's fashion

This deal arrives at a moment when Indian consumers are gravitating toward premium, globally-relevant womenswear. The Indian market's appetite for contemporary, design-led brands is growing. Therefore Asia's second-largest economy is becoming an increasingly strategic destination for fashion houses.

For Indian women, the entry of MAX&Co. means more choice in the space between fast fashion and the ultra-luxury tier. It signals an elevation in the "premium contemporary" category, offering a blend of international design.

For Reliance Brands, the partner of choice for global fashion labels seeking a credible and scale-oriented launch in India. RBL's track record in brand building gives it the infrastructure.

What to watch

- **Location & launch experience:** The Mumbai flagship in 2026 will be a key indicator—its size, positioning, store-format and consumer activation will set the tone for the rollout.

- **Price-point & tailoring to India:** How the brand adapts its global pricing, sizing and styling to the Indian female consumer.
- **Roll-out pace:** After Mumbai, the speed and geography of subsequent stores (Delhi NCR, Bangalore, Hyderabad, etc.) will show how aggressively RBL plans expansion.

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