

## Apparel Group India launches Levi's Kids in Indian market

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Apparel Group India has announced the launch of the Levi's Kids collection in India, marking a significant step in its brand-portfolio expansion and in Levi's presence in the Indian kidswear segment.

India has been identified as a “key Asian market” for Levi's, and this move signals the brand's ambition to serve not just adults but children and families in the region.

### What the New Collection Offers

The Levi's Kids collection introduces clothes for boys and girls that combine classic Levi's design DNA (such as the signature red tab) with durable and comfortable fabrics suitable for everyday use by children.

Sustainability is also a highlighted feature—the collection uses sustainable materials, reflecting broader trends in apparel toward eco-conscious manufacturing and family-friendly design.

### Strategic Distribution & Targeting

Apparel Group India plans to roll out Levi's Kids through both select physical retail stores and online channels. The initial focus will be on major metropolitan and urban centres in India.

This dual-channel strategy (online + offline) is particularly relevant in India's evolving retail landscape where urban families increasingly shop both digitally and in-store.

### Business Implications & Portfolio Strategy

By adding Levi's Kids, Apparel Group India strengthens its international brand portfolio and underscores its commitment to “delivering world-class lifestyle experiences for every age”.

From a market point of view, children's apparel is a growth segment—introducing an established global brand like Levi's into that space gives Apparel Group India and Levi's access to family-oriented shoppers, which could drive higher customer lifetime value.

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