

ECCO Launches New Store on Linking Road, Mumbai

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The Danish premium footwear brand ECCO has opened a new store in Mumbai's Sant Kutir Building, Khar West, on the bustling Linking Road high street. This launch increases ECCO's total branded-store count in India to eight.

Showcasing Global Collection Locally

Inside the new outlet, customers can explore ECCO's Autumn/Winter 2025 line-up for both men and women — including core models such as *Biom*, *Cozmo* and *Golf*. The store's interior reflects Scandinavian minimalism, aligning with ECCO's heritage: clean design, functional aesthetics and premium materials.

Why Mumbai, Why Now?

ECCO India's country manager Sumeet Lodhia noted that Mumbai has always been central to India's retail and fashion conversation, and Linking Road remains one of the city's most vibrant shopping locations. By launching here, ECCO aims to bring its global retail experience closer to the Indian consumer.

Significance for ECCO & the Indian Market

This store launch signals several things:

- For ECCO: A targeted strategy to deepen its retail presence in India, focusing on metro high-streets.
- For Indian consumers: Greater access to premium international footwear brands in physical retail — enabling try-on, exploration and brand experience.
- For the broader market: Indicative of international brands' confidence in India's premium footwear segment.

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