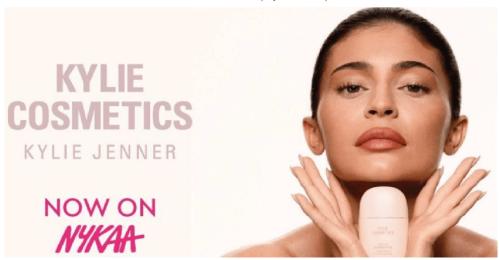


Brand Kylie Cosmetics Launches On Nykaa India

Published on 08 Nov 2025 | By IFI Correspondent



The beloved beauty label Kylie Cosmetics is taking a major step in India: it has officially launched on Nykaa's digital and retail ecosystem. Introduced in India by House of Beauty, the brand already boasts strong consumer traction here — and this move signals a new growth phase.

Why the Tie-Up with Nykaa Matters

By going live on Nykaa.com, the Nykaa app and Nykaa's physical stores, Kylie Cosmetics taps into a platform that blends discovery, authenticity and storytelling with deep consumer reach. The partnership is framed as not merely a distribution extension but a strategic alignment of brand ethos and consumer connection.

Growth Signals & Category Momentum

House of Beauty's CBO, Vikram Vijay Kant, points out that Kylie Cosmetics in India has already achieved **over 100% growth since April 2024**. Lipsticks remain a top seller, while eye- and face-care are showing double-digit growth. Even a newer category — fragrance — is emerging strongly in the Indian context.

Kylie Cosmetics' rise globally by social-media momentum — a shout-out on social sold out lip kits, highlighting demand. In India, that brand storytelling with local access through Nykaa means consumers can now experience the brand seamlessly.

For more style updates & exclusive fashion stories follow 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.