

NARS Cosmetics Expands India Reach via TIRA Partnership

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NARS Cosmetics, the iconic colour cosmetics label founded by makeup artist and photographer François Nars in 1994, has taken a strategic leap in the Indian market by partnering with Reliance Retail's beauty-destination platform TIRA. According to the brand's India head, this collaboration isn't simply about placing products on shelves. Also it aims at creating immersive experience across both digital and physical touchpoints.

What the Roll-out Looks Like

- From October 1 2025, NARS products became available on TIRA's e-commerce platform and shopping app.
- In the first phase of their offline expansion, NARS is present in four TIRA brick-and-mortar stores:
 - Jio World Drive, Mumbai
 - Viviana Mall, Thane
 - Mall of India, Noida
 - Ambience Mall, Vasant Kunj.
- An exclusive product launches alongside the partnership: the Light Reflecting™ Luminizing Powder debuts in India through this channel.

Why This Move Matters

- **Omnichannel strength:** TIRA's capabilities across online and offline formats give NARS a platform to reach Indian consumers who value both digital discovery and in-store experience.
- **Premium positioning:** With NARS' global reputation for artistry, bold colour cosmetics, the brand is set to tap into India's growing appetite for international prestige beauty.
- **India's opportunity:** The Indian beauty market is projected to grow strongly, especially in the premium segment, making timely expansion beneficial for global brands.

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