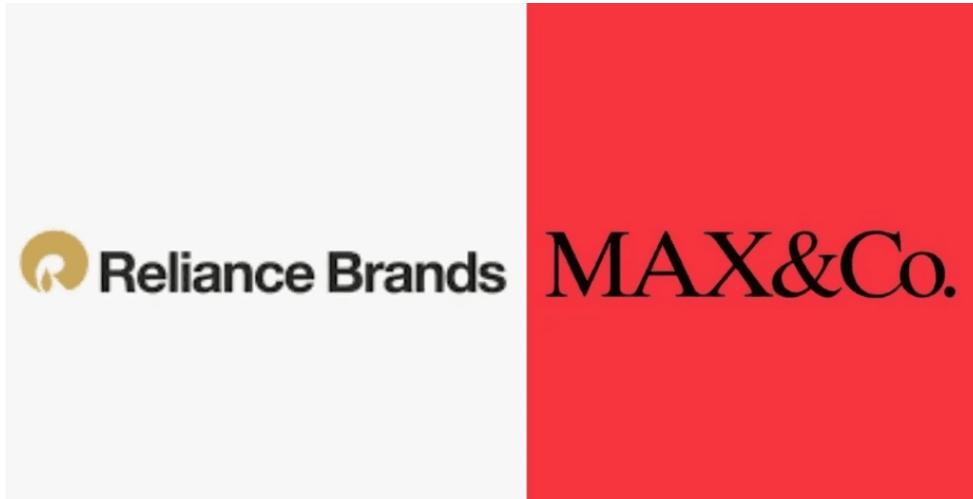


Italian Brand MAX&Co. to Launch in India via Reliance Brands Limited

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In a major move for the Indian fashion retail market, Reliance Brands Limited (RBL) — part of the broader Reliance Retail Ventures group — has signed a long-term master franchise agreement to bring the Italian contemporary fashion brand MAX&Co. to India.

According to the official announcement, the first MAX&Co store is slated to open in Mumbai in early 2026, with a phased rollout planned across major metropolitan cities in India.

What MAX&Co Offers — Style Meets Versatility

MAX&Co — part of the larger Max Mara Fashion Group — is known worldwide for its contemporary women’s ready-to-wear, accessories, and a signature “fluid, mix-and-match” design philosophy that balances Italian craftsmanship with modern lifestyle sensibilities.

The upcoming Indian stores are expected to stock the brand’s full offering, including seasonal “&Co.laboration” capsule collections — often creative, trend-forward lines that highlight individuality and innovation.

Why This Partnership Matters

- **Fills a growing demand:** As Indian consumers — especially urban, young women — increasingly gravitate toward global fashion sensibilities and sophisticated ready-to-wear, MAX&Co’s arrival offers a fresh contemporary option.
- **Strategic retail strength:** RBL already has deep experience building international fashion and lifestyle brands in India. Their wide footprint and retail infrastructure could smoothly support MAX&Co’s rollout.
- **Blend of heritage and modernity:** Italian design heritage meets modern “mix-and-match” fashion sense — a combination likely to appeal to India’s evolving style tastes.

What to Expect: The First Store & Beyond

RBL says the first MAX&Co boutique will open in Mumbai in early 2026.

Following that, a nationwide expansion is planned, prioritizing major metros initially.

Each store will carry the full line of apparel, accessories, and seasonal capsule ranges, offering Indian buyers access to a global-level fashion brand with local availability.

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