

## UK's Lush Makes Comeback in India as Luxury Beauty Booms

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After roughly 20 years since its withdrawal, UK cosmetics brand Lush has officially re-entered the Indian market, aiming to capture the surging demand for premium beauty products.

The comeback is being executed via a licensing deal with Bengaluru-based Bilberry Brands, which will manage both the online launch and future offline expansion in India.

### **Initial Launch Strategy: Online First, Stores Next**

Lush's relaunch begins with an e-commerce rollout under the domain **lush.in**, enabling customers across India to access its product range directly.

In the coming 18–24 months, the brand — together with Bilberry — plans to open physical stores in major cities, starting with metropolitan hubs such as New Delhi, Mumbai, and Bengaluru. To date, about 25 prominent malls around the country have been approached for outlet placement.

### **Why India — and Why Now**

Lush's return is well-timed with the rise of India's luxury beauty market. The segment is expected to quintuple, reaching approximately USD 4 billion by 2035.

According to Lush co-founder Rowena Bird, the surge in popularity of Western beauty brands among Indian consumers is driven significantly by increased internet usage and growing consumer awareness.

This trend aligns with broader shifts in the global beauty industry: as sales slow down in matured markets, many international beauty majors are doubling down on India, viewing it as the next frontier for growth. For Indian beauty shoppers, Lush's return offers renewed access to its signature handmade, cruelty-free and eco-conscious cosmetics — but with convenience: local manufacturing for freshness, online availability, and stores soon across major Indian cities.

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