

Suta Opens 18th Store in India, Unveils Boutique in Borivali, Mumbai

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The Indian womenswear label Suta has launched its 18th store nationwide, opening a new boutique in the Satra Park area of Borivali West, Mumbai.

This marks the fourth Suta store in the Mumbai metropolitan area — the other three are located in Thane, Kalina (Santacruz East), and Bandra West.

Vision Behind the New Store

Co-founder Sujata Biswas said the new store feels like “placing another piece of our heart in a city we love,” calling Borivali a neighbourhood with a warmth that aligns with the brand’s ethos.

The boutique is designed not just as a retail outlet, but as a space where customers can “pause, feel, and reconnect” — an immersive environment celebrating handcrafted fashion.

What to Expect Inside: A Celebration of Craft and Colour

The Borivali store showcases Suta’s range of ready-to-wear garments — handcrafted sarees, blouses, and apparel that translate traditional textiles into modern Indian wardrobes.

True to Suta’s brand philosophy, the store offers a colourful yet thoughtfully curated selection, aiming to make artisanal pieces accessible to everyday shoppers.

Suta’s Growth Journey

The opening of this new store is a significant milestone for Suta, which has grown from humble beginnings to a pan-India brand with 18 retail boutiques.

With a footprint spanning multiple metros and tier-2 cities alike — including Kolkata, Bengaluru, Pune, Kochi, Hyderabad, Chennai, Delhi, Ahmedabad, Bhubaneswar, Lucknow and Trivandrum — Suta continues to deepen its reach across India.

In the dynamic landscape of Indian fashion retail, Suta’s expansion into Borivali underlines its commitment to bringing handcrafted, culturally rooted garments to a broader audience.

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