

Spanish Brand Desigual Makes Comeback in India Through Myntra Partnership

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The Spanish fashion brand Desigual has officially re-entered the Indian market through a partnership with Myntra, marking a decisive step in its global expansion strategy.

Desigual's comeback will begin with a curated selection of accessories from its Spring/Summer 2025 and Autumn/Winter 2025/2026 collections, available on Myntra's e-commerce platform.

What to Expect

- **Digital-first comeback:** The brand is skipping physical stores for now and relying on Myntra's broad reach — described by Desigual as “a key channel to access a young, digital-first audience” in India.
- **Phased rollout:** While accessories are available immediately, full clothing ranges are scheduled to arrive in 2026 as part of the next stage of the partnership.
- **Strategic timing:** Desigual highlighted India's place as the third-largest market in the world by number of online shoppers — a major reason for its renewed effort.

Why Desigual Left — And Why It's Back

Originally launched in India in 2019 via a collaboration with retail group Tablez (with offline stores by 2020), Desigual exited the market after some time.

The brand says its global revival and repositioning — combined with strong recent online sales — gave the confidence to return, this time focusing on online retail.

For Indian shoppers, Desigual's re-entry signals more global fashion choices becoming accessible online — starting with accessories and soon expanding to full clothing lines. The partnership with Myntra also means easier access, familiar shopping infrastructure, and potential exposure to international trends suited for Indian consumers.

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