

Apparel Group Unveils First Levi's Kids Shop-In-Shop in Maharashtra

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Apparel Group India has officially launched the state's first-ever Levi's Kids shop-in-shop (SIS) at Taibah, Maharashtra — a major milestone in expanding the globally recognised denim brand's footprint in India's children's apparel market. With this launch, Levi's Kids becomes available to Indian families through dedicated retail space, offering an entry point to Levi's heritage and quality for younger consumers.

What to Expect

Levi's Kids brings to India a range of children's apparel designed with the same values that made Levi's famous globally: durability, comfort, and timeless style. The collection includes kids' jeans, denim wear, graphic tees, casual wear and other staple pieces — all adapted for children's active lifestyles.

Parents can expect robust quality, versatile styling, and comfortable fits that allow kids to move freely while staying stylish — echoing Levi's reputation in the adult denim space.

Strategic Move

- **Tapping a rising demand:** As India's retail sector grows and parents seek premium yet durable kidswear, the launch of Levi's Kids provides a strong option with global brand value.
- **Extending brand across age groups:** By extending the Levi's brand to children, Apparel Group broadens its target demographic — offering fashion solutions from young to adult consumers.
- **Expanding retail footprint thoughtfully:** Rather than a standalone store, the shop-in-shop format helps test market response and reach customers via established retail infrastructure.

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