

Sahil Malik: Crafting India's Premium Leather Legacy

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Sahil Malik revealed in a recent interview that Da Milano began from a simple ambition: to offer India high-quality leather goods that blend global standards with Indian sensibilities. Over the years, what started as a single store has grown into a prominent luxury label, rooted in craftsmanship and modern design.

Craftsmanship, Quality and Everyday Luxury

At the core of Da Milano's philosophy is "uncompromising craftsmanship and elevated everyday luxury." Malik emphasised that each product is crafted to be durable, functional, and timeless — combining leather artistry, attention to detail, custom hardware, and rigorous quality checks. The brand believes a luxury item should not just look good but serve well for many years, giving customers a sense of pride and longevity in their purchases.

Navigating Challenges in Indian Luxury Retail

Building a luxury brand in India had its challenges. A decade ago, "Made in India" luxury was still an emerging idea. Malik said building trust, educating consumers about genuine leather quality, and establishing a distinct design identity required patience and consistency — one store, one customer, one experience at a time. But these challenges helped Da Milano set high standards and refine its vision.

Understanding the Modern Indian Consumer

According to Malik, the contemporary Indian consumer is no longer just fashion-conscious; they are confident, well-travelled, digitally savvy, and value both aesthetics and utility. Thanks to greater global exposure, digital access, and changing lifestyles, buyers now demand products that match international quality, yet understand local needs — and are proud to support premium homegrown brands that deliver on that promise.

Standing Out in a Competitive Luxury Landscape

With international brands aggressively entering India, Malik believes Da Milano's strength lies in its deep understanding of local tastes, functional design tailored for Indian climates, and strong after-sales service. The brand's **lifetime service warranty** for leather bags — a rare promise in India — helps build long-term trust. Their agility, close customer connect, and continuously updated retail experiences give them an edge over global competitors.

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