

Urban Jungle Opens Exclusive Outlet at Phoenix Palladium, Mumbai

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Lifestyle and travel accessories brand Urban Jungle has opened its latest exclusive brand outlet at Phoenix Palladium, Mumbai, marking the fourth store in its offline expansion journey. Known for design-first, functional travel solutions, the brand aims to offer customers immersive hands-on experiences across backpacks, luggage, and travel accessories.

A Premium Retail Experience

Strategically located in one of India's top retail destinations, the new outlet reflects Urban Jungle's focus on creating engaging customer interactions. The store features intuitive layouts with dedicated sections for backpacks, luggage, and accessories. Wide walkways allow shoppers to test trolley bags for comfort, while mirrors, trial zones, and colour-coded displays help evaluate style and usability.

Extensive Product Range

Stocked with over 150 SKUs, the outlet offers products ranging from compact slings and everyday backpacks to premium 4-wheel trolley luggage in multiple sizes. To mark the launch, customers can avail an introductory discount of up to 15%.

Brand Vision and Expansion Plans

Tanisha Jatia, Founder & Brand Lead, Urban Jungle, said, "This expansion into Phoenix Palladium represents a significant step toward our vision of becoming a leading lifestyle and travel brand. By entering such a premium retail space, we are able to introduce more customers to Urban Jungle's design-first travel solutions and further strengthen our presence in the market."

Urban Jungle now operates four exclusive brand outlets across Mumbai and Pune. The Phoenix Palladium launch forms part of a broader expansion plan targeting key metro and tier-1 cities such as Bangalore, Delhi, Pune, and Hyderabad over the next year. This retail growth complements the brand's D2C and e-commerce presence, creating a seamless omnichannel experience for customers.

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