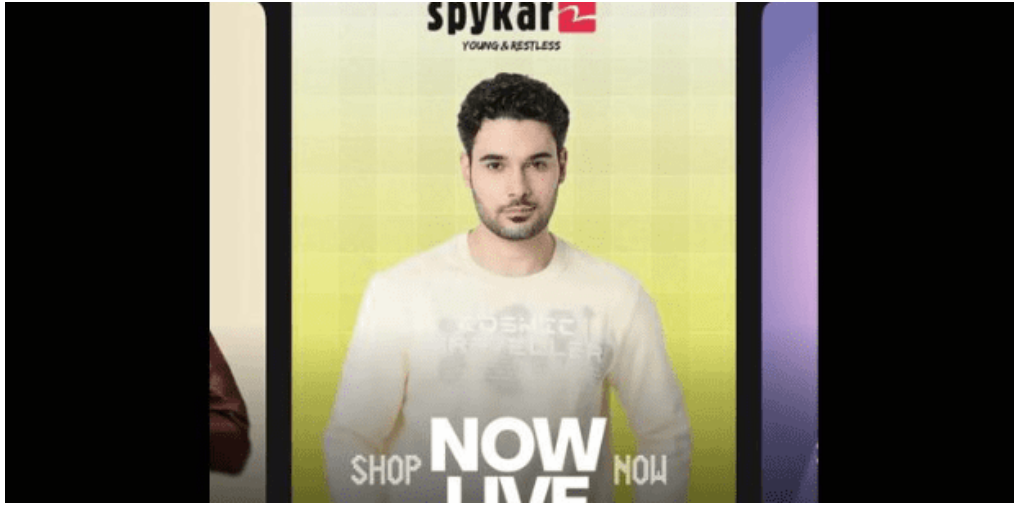


Spykar Launches 60?Minute Delivery via Knot Now in Mumbai & Thane

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Homegrown denim and fashion brand Spykar has joined forces with quick-commerce platform Knot Now to offer 60?minute delivery to customers in Mumbai and Thane, launching a rapid-commerce option aimed at Gen Z and millennial shoppers.

As part of the collaboration, Spykar’s latest apparel, denim and casualwear collections are now available on Knot Now — enabling users to order and receive fashion items within an hour, whether it’s for last-minute plans or spontaneous wardrobe updates.

The move aligns with Spykar’s broader youth-centred “Daur Apna Hai” ethos, aiming to make fashion more accessible, convenient and in tune with fast-paced urban lifestyles. According to Sanjay Vakharia, Co-founder and CEO of Spykar, the partnership with Knot Now will help deepen engagement with trend-forward consumers seeking speed and style.

With this offering, Knot Now — one of the emerging rapid-commerce lifestyle platforms — gains an early foothold among premium fashion labels, while Spykar expands its digital footprint, blending the convenience of quick delivery with the brand’s youth-focused fashion appeal.

This move marks a significant shift in how Indian fashion brands are approaching retail: combining traditional product design and brand identity with modern demand for instant gratification and convenience, catering especially to young, urban consumers with dynamic lifestyles.

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