

## Superdry Launches Superdry Sport Performance Wear in India

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Superdry has officially expanded its product portfolio in India by introducing “Superdry Sport,” a performance-wear line aimed at fitness-conscious and active consumers, the brand said in a media release on December 8, 2025.

The move marks Superdry’s entry into performance-focused apparel — including gear for running, functional training, and recreational fitness — reflecting the growing interest in active lifestyles among urban Indians.

### Distribution Strategy & Market Reach

Superdry Sport products will be sold through the brand’s existing network in India, managed by Reliance Brands Ltd. (RBL), which holds a 76% stake in the brand’s IP rights for India, Sri Lanka and Bangladesh.

Currently, Superdry already operates over 200 points of sale across 50 Indian cities, supported by a nationwide e-commerce presence. The launch of Superdry Sport is expected to strengthen its positioning within India’s growing premium activewear and athleisure segment.

### Strategy Reflects Changing Consumer Trends

The introduction of Superdry Sport reflects broader shifts in Indian fashion retail — with rising demand for functional, fitness-ready clothing over conventional casual wear. Since the pandemic, athleisure and activewear have grown rapidly, driven by increased health consciousness, gym trends, and urban lifestyle changes.

By extending beyond casual fashion into performance apparel, Superdry aims to tap into a segment where global sportswear giants and emerging Indian brands are increasingly competing.

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