

Wacoal Expands Delhi-NCR Reach with New Store at Delhi

Published on 12 Dec 2025 | By IFI Correspondent



Japanese premium lingerie brand **Wacoal** has strengthened its retail footprint in the **Delhi-NCR region** with the opening of a new boutique at **DLF Mall of India** in Noida, marking a key milestone in its India expansion strategy.

Spread over approximately **300 square feet**, the new store offers an immersive shopping experience designed to deliver comfort, fit and style through private fitting rooms and a sophisticated cream-and-gold interior. It features a curated selection of Wacoal's signature intimate wear, including bras, panties, shapewear and sleepwear.

Pooja Merani, COO of Wacoal India, said the store launch not only reinforces the brand's presence in one of the country's most dynamic retail markets but also signifies its **entry into the mall retail space** of Delhi-NCR — a region with rapidly rising demand for premium lingerie and personalised fit solutions.

Wacoal's **CEO in India, Hirokuni Nagamori**, echoed this sentiment, describing the opening as a "significant milestone" that underscores the company's commitment to the North India market. He confirmed that **several additional stores are planned** across Delhi in the coming months as part of broader growth plans.

With the new boutique launch, Wacoal now operates **18 exclusive brand outlets** across India. The company plans to continue expanding its omnichannel footprint through retail, digital channels and multi-brand partnerships to better serve modern Indian consumers looking for premium intimate apparel.

Founded in **1946 in Japan**, Wacoal entered the Indian market in **2015** and has since built a loyal customer base with its focus on high-quality craftsmanship and fit.

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