

Bewakoof Accelerates Offline Expansion with Four New Stores

Published on 17 Dec 2025 | By IFI Correspondent



Indian direct-to-consumer (D2C) fashion and lifestyle brand **Bewakoof** has fast-tracked its offline retail strategy, opening **four new stores in just four weeks**—a notable uptick in physical expansion for the online-born label.

This latest push reflects Bewakoof's broader ambition to bridge its strong digital presence with a growing network of brick-and-mortar stores, enabling customers to interact with products in person while building deeper brand loyalty.

New Stores in Key Markets

The newly launched outlets span **North, South and Central India**, adding to Bewakoof's increasingly visible footprint across major cities. While specific locations weren't detailed in the initial report, the rapid cadence of weekly openings highlights a clear acceleration of the brand's offline ambitions.

According to leadership comments shared on the company's official LinkedIn page, this surge in expansion marks a shift in thinking about physical retail—moving from a traditionally slower rollout to a **standardised, scalable retail model** that can act as regular distribution channels rather than occasional pop-ups.

Blending Digital Strength with Physical Experience

Founded in 2012, Bewakoof built its presence online through quirky, youth-centric fashion and smart social media engagement, catering especially to Gen Z and millennials.

Offline expansion has been gradually gaining pace since the brand's first stores opened in 2024 and 2025. The current push—four stores in four weeks—suggests Bewakoof sees growing value in **“phygital” retail**, combining the convenience of its e-commerce strengths with the tangible benefits of in-store shopping.

What This Means for the Brand

Experts note that D2C fashion brands are increasingly turning to physical retail to enhance **brand visibility, customer engagement and omnichannel experience**—a trend that has gained momentum as retailers aim to offer both online convenience and in-person discovery.

For Bewakoof, this strategy could help tap into **impulse purchases**, build stronger community ties in local markets and attract shoppers who prefer touch-and-feel before buying—especially in categories like apparel where fit and look matter.

As the company continues its expansion, the retail landscape in India's fashion sector is likely to see greater competition among D2C brands blending digital and physical channels to win consumer loyalty and mindshare.

For more style updates & exclusive fashion stories follow indiafashionicon.com

