

Mohanlal Sons Marks Milestone with 40th Store Launch in Chandni Chowk

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Indian menswear icon **Mohanlal Sons** has opened its **40th brick-and-mortar store** in **Chandni Chowk**, New Delhi, marking a major expansion in its retail network. The new outlet spans **3,500 square feet** and is located in the premium shopping destination **Omaxe Chowk**, blending the brand's long legacy with a modern retail setting.

A Strategic Location in One of India's Oldest Markets

Chandni Chowk, famed for its historic bazaars and vibrant wedding shopping scene, was a natural choice for Mohanlal Sons' latest flagship store. The neighbourhood draws families from across **North India** seeking occasion wear and traditional wedding apparel. Being situated within Omaxe Chowk allows the brand to offer customers a comfortable, air-conditioned environment while remaining at the heart of Delhi's bustling retail district.

Showcasing Celebration Wear and Bespoke Services

The Chandni Chowk store offers a wide assortment of products, including **sherwanis, kurtas, Indo-western ensembles, tuxedos, Jodhpuri suits**, premium fabrics, and bespoke tailoring services catered to **men and boys**. The collection reflects Mohanlal Sons' **144-year legacy** in celebration and wedding wear, appealing to both traditional and contemporary tastes.

Retail-Led Revival and Festive Launch Event

To mark the opening, Mohanlal Sons hosted a glamorous **fashion walk** featuring global models presenting its latest '**Virasat**' festive collection. The event highlighted the brand's focus on craftsmanship and luxury design as it deepens its presence in key markets across India.

Leadership Perspectives

Mayank Mohan, Partner and CEO of Mohanlal Sons, described the new store as a "significant milestone" in the brand's growth journey, emphasizing Chandni Chowk's enduring appeal as a destination for wedding shopping. The flagship aims to offer a seamless experience where customers can shop for everything from jewellery and lehengas to sherwanis under one roof.

Jatin Goel, Executive Director of Omaxe Group, noted that Mohanlal Sons' arrival reinforces the vision of Omaxe Chowk as a premier destination that harmonises heritage and modern retail, enriching the area's cultural and commercial landscape

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