

KIKO Milano Debuts First Store-in-Store in India at Tira Beauty, Pune

Published on 20 Dec 2025 | By IFI Correspondent



Italian cosmetics brand **KIKO Milano** has taken a strategic step in its India expansion by unveiling its **first store-in-store format at Tira Beauty in Pune**, marking a new chapter in its retail journey in the country.

The new concept, launched within *Tira Beauty* — the multi-brand beauty retail platform backed by **Reliance Retail** — provides customers with an immersive experience of KIKO Milano's comprehensive range of makeup and skincare products under one roof.

Designed to strengthen the brand's physical retail presence beyond standalone outlets, the store-in-store format enables shoppers to explore KIKO Milano's offerings in a curated setting alongside other premium beauty labels. Tira's platform, known for blending international and domestic beauty brands with engaging customer experiences, enhances product discovery for beauty enthusiasts in Pune and beyond.

The launch comes as part of the company's broader strategy to capitalise on India's dynamic and fast-growing beauty market, where consumers are increasingly seeking branded and high-quality cosmetics experiences both in-store and online.

With the Pune store-in-store opening, KIKO Milano aims to deepen its engagement with Indian consumers by making its Italian beauty products more accessible in premium retail environments.

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