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Apparel Group Introduces BCBG & Ben Sherman to India's Fashion Market

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Apparel Group India, the retail arm of the Dubai-headquartered fashion conglomerate, has taken a significant step in expanding its global brand portfolio in the Indian market by **bringing two international fashion labels — BCBG and Ben Sherman — to India**.

BCBG, shorthand for *Bon Chic, Bon Genre*, is a women's fashion label known for its contemporary, chic ready-to-wear apparel spanning dresses, tops and tailored pieces that blend modern trends with refined styling. Ben Sherman, a British heritage menswear brand recognised for its classic Oxford shirts and mod-inspired fashion, adds further depth to the company's international offerings.

The strategic move underscores Apparel Group's **commitment to diversify India's fashion landscape** by introducing well-established global labels that appeal to trend-conscious consumers seeking both international style and quality. It also reflects the group's broader retail approach of leveraging its extensive experience in managing and operating major fashion brands across markets to meet evolving consumer demand in India.

Apparel Group's entry with BCBG and Ben Sherman adds to its growing footprint in India, where it already operates a substantial network of international fashion, lifestyle and accessories brands. This expansion aligns with ongoing trends of global retailers tapping into India's dynamic retail environment, driven by rising purchasing power and an appetite for global fashion trends among Indian consumers.

With this development, shoppers in India can now expect **access to fresh global fashion perspectives** — from refined women's ensembles by BCBG to classic, tailored menswear from Ben Sherman — further broadening the choice of international styles available locally.

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