

## Bestseller India Opens New Multi-Brand Fashion Store in Amritsar

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**Bestseller India**, the Indian arm of the Danish fashion group known for its portfolio of popular labels including **Jack & Jones**, **Vero Moda**, **ONLY**, and others, has **expanded its retail footprint with the launch of a new multi-brand fashion store in Amritsar**. The outlet is situated at **Walk In Square**, adding another strategic location to the company's growing presence in India's vibrant fashion retail landscape.

The new store brings together multiple Bestseller brands under one roof, giving shoppers in the northern city access to a wide range of apparel and accessories for men and women. This expansion aligns with Bestseller India's broader retail strategy to tap into key urban and high-demand markets by offering international fashion labels that cater to varied style preferences.

Bestseller India has been steadily increasing its footprint across the country — in **2023 alone, the company opened over 400 stores and shop-in-shop formats** across multiple cities, reinforcing its commitment to bringing global fashion to Indian consumers.

The Amritsar launch at Walk In Square underscores the fashion retailer's focus on expanding beyond metro markets and into emerging urban hubs where customers increasingly seek trendy, quality fashion options. The multi-brand store model provides an opportunity for shoppers to explore a broad selection of Bestseller's well-established labels in a single destination.

As fashion retail evolves in India with a mix of omnichannel and experiential store formats, Bestseller India's continued expansion reflects both confidence in long-term demand and a drive to deepen its connection with fashion-savvy consumers across the country.

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