

## Rareism Unveils Fourth Hyderabad Store at Gateway Mall

Published on 20 Dec 2025 | By IFI Correspondent



Contemporary women's fashion label **Rareism** has continued its robust retail expansion in India with the opening of its fourth store in **Hyderabad**, further deepening its footprint in the southern market. The new store, set to open on **December 20, 2025**, is located in the upscale **Gateway Mall**, underscoring the brand's strategy to be present in key urban fashion destinations.

Spanning **1,852 square feet**, the outlet reflects a minimalist and luminous design that emphasizes the brand's apparel. With clean lines and open sightlines, the store creates a calm, uncluttered shopping environment ideal for showcasing its latest **Spring/Summer 2026** collection.

**"Hyderabad represents a high-growth market with exceptional consumer demand, making it the ideal next step in Rareism's South India expansion,"** said Abhishek Srivastava, Chief Brand Officer of Rareism, highlighting the city's strong fashion community and premium retail catchment.

In addition to its core women's wear selection, the new store features a curated section called **'Rare Ones'**, designed for boys aged four to 14, reflecting The House of Rare's broader multi-brand ecosystem that includes menswear and kidswear.

The launch marks another milestone in Rareism's rapid growth, with **The House of Rare now operating 46 stores across India**. First introduced in **Bengaluru in 2019**, the Rareism label has grown significantly and recently reported crossing **?200 crore in revenue**, affirming its appeal among modern, style-conscious consumers.

As the brand continues to invest in brick-and-mortar retail, the Hyderabad Gateway Mall store is expected to further strengthen its connection with urban shoppers and support its long-term expansion goals in South India.

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**