

Galleries Lafayette Mumbai Unveils Immersive Festive Retail Experience

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Galleries Lafayette Mumbai has launched a vibrant and immersive retail programme to usher in the winter holiday season, blending fashion, beauty and lifestyle experiences that go beyond conventional shopping.

The experiential retail initiative transforms the luxury department store into a dynamic festive destination, highlighting global fashion and lifestyle offerings with curated events and interactive zones. According to the brand, the programme reflects Galleries Lafayette Mumbai’s ambitious vision to redefine luxury retail through *experiential storytelling* and *sensory discovery*.

Central to the festivities are culture-led activations and celebrity-driven experiences. Bollywood star Arjun Rampal headlined the immersive gifting walkthrough titled “**Unbox Magique**,” designed to spotlight craftsmanship across key luxury categories. Meanwhile, actor and host Rahul Khanna led a “*What Men Want*” masterclass with select influencers, exploring trends in men’s luxury and gifting.

The store’s Beauty Floor has also been animated with the “**Bon Weekend**” experience — offering festive makeovers, fragrance rituals and live DJ sets — aimed at engaging visitors in lively, memorable moments of discovery.

Brand representatives say these activations not only celebrate the festive season but also serve as a **template for the future of luxury retail in India**, where immersive storytelling and cultural resonance are increasingly vital in building consumer loyalty and driving growth.

As Galleries Lafayette continues to expand its footprint and innovate its retail format, the Mumbai flagship is emerging as a marquee destination for shoppers seeking both luxury goods and engaging cultural experiences.

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