

Snitch Hits Milestone with 100th Exclusive Brand Store in Bangalore

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Snitch, the Indian men's fashion brand known for its contemporary casualwear and lifestyle apparel, has officially opened its **100th exclusive brand store** in **Bangalore**, marking a significant milestone in its ongoing retail expansion journey.

Bangalore: Strategic Choice for Milestone Store

The new outlet, located in one of Snitch's strongest markets, underscores the city's importance in the brand's growth story. Bangalore was chosen not only for its fashion-forward consumer base but also for its role as an early and enthusiastic adopter of the Snitch brand.

Designed as a **contemporary retail destination**, the store showcases Snitch's **latest collections**, which span casualwear, everyday essentials, statement pieces, and occasion-ready styles tailored for the modern Indian man.

Strengthening Omnichannel Presence

This milestone comes as part of Snitch's broader strategy to evolve from an online-first label into a **true omnichannel fashion player**. With a rapidly growing physical footprint across major Indian cities, the brand aims to bring its stylish menswear closer to customers through both offline and digital channels.

According to the company's leadership, reaching 100 stores reflects strong market demand and reinforces confidence in the brand's retail model. Snitch plans to deepen its reach further with ambitions to open **many more stores nationwide** by the end of 2026.

Looking Ahead: Continued Growth

With the 100-store milestone achieved in a relatively short span, Snitch is positioning itself for accelerated growth in India's competitive menswear segment. The brand's focus remains on combining **accessibility, experience, and community engagement** to drive long-term success in both established and emerging markets.

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