

Chique Makes South India Debut with Bengaluru Flagship

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Premium Indo-western womenswear label **Chique** has officially entered the South Indian market with the launch of its first flagship store in Bengaluru, marking a key milestone in the brand's nationwide retail expansion. The store opening reflects Chique's strategy to deepen its presence in high consumption urban centres across the country.

Strategic Retail Expansion into South India

Chique's new flagship store, located at **Phoenix Mall in Bengaluru**, represents the brand's first physical retail footprint in South India. The approximately **800-square-foot** outlet offers customers access to the label's range of contemporary women's apparel, blending modern design with everyday wearability — a hallmark of its Indo-western fashion identity.

The Bengaluru launch is part of Chique's broader efforts to strengthen its **offline retail network** in key metro cities while complementing its robust online presence.

Growth Plans and Market Outlook

According to recent reports, Chique is targeting a significant expansion of its physical retail footprint over the coming year. The company plans to open up to **25 new company-owned stores** in 2026, aiming for **around 50% year-on-year revenue growth**, with projected annual recurring revenue set to rise substantially by the end of next year.

To support this growth, Chique has earmarked a sizeable investment that will go towards **new store openings** and bolstering **marketing and brand visibility** efforts. This retail expansion is complemented by a presence on major e-commerce platforms and the brand's own digital storefront.

International and Tech-Driven Ambitions

Chique's expansion in Bengaluru aligns with its international ambitions. The brand has already established a presence in markets such as the UAE and is preparing to enter selected European markets in the near future. Over the next few years, the company is targeting a network of **more than 150 stores** across domestic and overseas markets.

Part of the brand's forward-looking strategy includes **integrating artificial intelligence across key business functions** — from finance and logistics to design and retail operations — to support scalable growth and improve operational efficiency.

A Growing Player in Indian Womenswear

Founded with a vision of offering contemporary yet accessible fashion for urban women, Chique has rapidly evolved in the competitive Indian retail landscape. The brand's aesthetic combines **modern silhouettes with global influences**, appealing to a broad demographic of fashion-conscious consumers.

With its Bengaluru debut, Chique is reinforcing its commitment to serving diverse regional markets while building on its reputation as a **design-led womenswear label** with both a strong physical and digital presence.

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