

## Salsa Jeans Expands in India with Three New Stores

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Portuguese denim label **Salsa Jeans** has further solidified its presence in the Indian fashion market by opening **three new stores** in **New Delhi, Noida, and Gurugram**. This latest expansion brings the brand's total number of exclusive stores in the country to **nine**, underscoring its confidence in India as a fast-growing strategic market for global fashion retail.

### Targeting High-Traffic Premium Locations

The new stores are strategically located in **high-traffic, premium retail hubs** to attract a **cosmopolitan and urban audience**. In Delhi, Salsa now operates four locations—including **Ambience Mall Vasant Kunj, Pacific Mall, Select Citywalk, and Khan Market**—offering greater access to shoppers across the capital.

In addition to these, the brand has expanded its footprint in the **Delhi-NCR region** with two stores in **Gurugram** (at Ireo Grandwalk and Ambience Mall) and one new store in **Noida**, east of the national capital. Salsa Jeans also maintains outlets in **Mumbai's Phoenix Palladium** and **Bengaluru's Orion Mall**.

### Confidence in India's Fashion Market Potential

Salsa Jeans' growth in India comes just over a year after its initial entry into the country at the end of 2024—a move reflecting the brand's belief in India's expanding consumer base and retail opportunities. According to industry estimates, India is expected to experience significant growth in its middle-class population over the coming decade, with millions of families entering this segment by 2030.

João Martins, CEO of Salsa Jeans, has highlighted India as one of the world's most dynamic markets with strong potential for fashion sector expansion. He emphasized that the brand's steady pace of retail growth and its robust partnership with the **Lyskraft Group**—a local operator with extensive knowledge of Indian consumers—have been key drivers in implementing its successful expansion strategy.

### Partnership and Retail Strategy

To support its India operations, Salsa Jeans has adopted a **wholesale retail model** in collaboration with the **Lyskraft Group**, enabling the brand to scale its physical store presence with local market insights and operational support. This alliance aims to strengthen Salsa's reach and resonance with Indian shoppers while aligning with the brand's global expansion ambitions.

### Brand Background and Global Footprint

Founded in **1994** and fully owned by Sonae since 2020, Salsa Jeans is a well-established denim and fashion label with a strong international footprint. In the 2024 fiscal year, the brand reported a turnover of **€180 million** and currently

operates in approximately **50 countries** worldwide, with a growing focus on key global markets including Europe, the Middle East, and now India.

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