



INDIA FASHION ICON MAGAZINE

K?Beauty Goes Mainstream in India as Reliance Retail Launches Hince

Published on 09 Jan 2026 | By IFI Correspondent



Reliance Retail's beauty platform **Tira** has introduced South Korean makeup brand *Hince* exclusively in India, marking a significant expansion of its international cosmetic portfolio. *Hince*, known for its minimalist, modern aesthetic, will be available through Tira's omnichannel channels — online and in select retail stores — catering to the growing demand for international beauty products.

Hince Debuts in India With Youthful, Minimalist Makeup Range

The cult K?Beauty label *Hince* has launched in India via Tira, offering products such as the *Raw Glow Dewy Ball* and *Raw Glow Gel Tint* designed for natural, everyday makeup. The move reinforces the rising influence of Korean beauty trends in the Indian cosmetics market.

Tira Expands Global Beauty Portfolio With Hince

By adding *Hince* to its exclusive brand lineup, Tira continues to strengthen its omnichannel beauty retail presence, offering consumers advanced beauty tech experiences like virtual try?on tools and personalised recommendations at flagship stores.

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