

## Wenger Launches First E-Commerce Enabled Brand Website in India

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Swiss watches and travel gear maker **Wenger** has launched its first fully **e-commerce enabled brand website in India**, marking a strategic expansion of its direct-to-consumer reach in one of Asia's fastest-growing premium retail markets.

Owned by the Victorinox Group, Wenger is known globally for its **Swiss craftsmanship, precision engineering, and functional yet stylish design ethos**. The launch of a dedicated online store — accessible via [www.wenger.co.in](http://www.wenger.co.in) — enables Indian consumers to explore and purchase the brand's authentic Swiss-made timepieces and travel accessories *directly from the brand*.

### Direct Access to Authentic Swiss Quality

With this platform, Wenger becomes one of the **first Swiss lifestyle brands to offer a direct e-commerce channel tailored specifically for Indian shoppers**. The site features the brand's complete portfolio of products including:

- Swiss-made watches for men and women
- Durable and stylish travel gear designed for everyday use and adventure
- Curated product **bundles and seasonal offers**
- Brand heritage and storytelling content celebrating Wenger's roots since **1893**

The clean and intuitive interface is designed to provide a **smooth browsing and shopping experience**, supported by secure payment options, efficient delivery, and reliable after-sales services.

### Strategic Move to Engage Indian Consumers

India's retail and digital commerce landscape has continued its rapid growth as consumers increasingly prefer *online buying channels for premium and lifestyle products*. Wenger's e-commerce launch aligns with this shift, allowing the brand to engage more directly with consumers while maintaining control over pricing, authenticity, and brand presentation — a significant advantage in markets where counterfeits and inconsistent online listings can be a concern.

According to **Debraj Sengupta, Managing Director — Sales & Marketing, Victorinox India**, launching a dedicated e-commerce platform will help Indian customers experience genuine Wenger craftsmanship without intermediaries — strengthening trust and brand recall.

### Deepening Digital & Retail Strategy

**Siddharth Mudaliar, National Manager for E-Business at Victorinox India**, highlighted that the e-commerce rollout is central to Wenger's **long-term digital and retail strategy** in India, enabling closer consumer engagement and seamless access to Swiss-made products.

The move arrives at a time when premium lifestyle accessories — particularly watches and travel gear — are gaining traction among India's urban and upwardly mobile consumers, who seek products that combine quality, functionality, and design.

### **What's Next for Wenger in India?**

Alongside online retail, the new website serves as a platform for deeper brand storytelling and connection. It is expected to include **exclusive online collections**, curated product bundles and special offers that may not be available through other digital marketplaces or multi-brand platforms — giving customers more reasons to shop directly from the brand.

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