

## Nike Hands India Online Store to Nykaa

Published on 31 Jan 2026 | By IFI Correspondent



Indian beauty and fashion retail giant **Nykaa** is set to take over the online direct-to-consumer (D2C) operations of global sportswear brand **Nike** in India, beginning in February 2026. The move marks a significant shift in Nike's India strategy, as the brand hands control of its ecommerce presence to a local player with deep market experience.

Under the new arrangement, Nykaa will manage **Nike's India ecommerce website and digital storefront**, overseeing areas such as merchandising, order fulfillment, customer engagement, and delivery logistics. Nike's existing site and mobile app will undergo a brief outage at the end of January to prepare for the transition, with the revamped platform relaunching under Nykaa's management.

For customers, the relaunch promises practical benefits such as **free shipping on all orders, free product exchanges**, and faster delivery — with two-day delivery in major metro cities and up to four-day delivery elsewhere. However, some Nike digital features will be discontinued, including **Nike By You** — the customisation service — and Nike's SNKRS web platform, which hosts limited-edition sneaker drops. Additionally, **Nike Member logins on Nike.com and the Nike app will cease functioning** under the new setup, though logins for related Nike apps like Nike Training Club will remain unaffected.

Nike's decision reflects broader challenges the brand has faced in India's D2C market, including **delivery delays, checkout and fulfillment issues**, and the absence of significant local warehousing — issues that have frustrated customers and complicated online operations. Partnering with Nykaa, which already operates a large multi-category ecommerce platform and retail network, aims to address these execution gaps with stronger local infrastructure and logistics capabilities.

For Nykaa, the partnership represents a strategic opportunity to deepen its footprint in fashion and lifestyle retail. While Nykaa's core business remains beauty, its fashion vertical has been steadily growing under CEO and co-founder **Adwaita Nayar**, who has been leading efforts to expand the digital marketplace and curate international and Indian brands for Indian consumers.

The collaboration could accelerate Nykaa's fashion business, helping drive higher traffic, stronger order values, and broader consumer engagement on the platform — even as Nike continues to operate its physical stores in India independently.

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**