

Sanjay Garg's Raw Mango Opens Immersive Store in Kolkata

Published on 02 Feb 2026 | By IFI Correspondent



Indian fashion label **Raw Mango**, led by designer **Sanjay Garg**, has officially launched its **seventh store in India** — and its first flagship location in **Kolkata**. The launch signals a significant moment for the brand, known for its handloom-based luxury saris and garments and its culturally rooted design philosophy.

The new store, opened in **Ballygunge in late 2025**, is housed in a **restored early 20th-century Art Deco building**, chosen to reflect both the city's rich architectural heritage and its longstanding tradition of cultural conversation. Rather than transforming the space into a conventional retail showroom, Raw Mango has preserved and celebrated the building's original character, allowing its unique angles and historic features to shape the store's interior design.

This Flagship is designed to be much more than a shopping venue — it is a space that invites visitors to linger, explore, and engage with the textiles and objects on display in a setting that feels as much like an **“adda” (a local gathering place)** as a boutique. The layout encourages slow discovery, with textiles housed in muslin-lined almirahs alongside carefully curated artefacts and sculptural pieces that echo Kolkata's artistic traditions.

Sanjay Garg, founder and creative director of Raw Mango, has always championed a deeper connection between **craft, culture, and place** — a vision that resonates strongly with Kolkata's heritage as a centre of discourse and artistic exchange. According to reports, Garg believes the city's appetite for ideas and dialogue makes it a fitting location for the brand's first flagship store in the East.

The Kolkata store joins Raw Mango's existing presence across India and builds on the label's reputation for reimagining traditional textiles such as **Chanderi, Banarasi, and other handwoven fabrics**, adapting them into contemporary forms that appeal to both local and global audiences.

By blending **architectural history, thoughtful design, and traditional craftsmanship**, Raw Mango's new store stands as an example of how fashion retail can transcend transactional experience to become an immersive cultural destination.

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