

Apparel Group Partners with Cotton On to Launch in India

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Global fashion and lifestyle retail player **Apparel Group** has entered into a strategic partnership to bring Australian fashion brand **Cotton On** into the Indian market, marking a significant expansion of international apparel offerings for Indian consumers.

Under the new agreement, Cotton On — one of Australia's largest fashion and lifestyle labels — will be launched in India through a **phased omnichannel strategy**, combining a network of physical stores, a dedicated e-commerce site and distribution on major digital marketplaces.

Apparel Group plans to leverage its well-established retail infrastructure, logistics expertise and market experience to support Cotton On's entry and growth across the country. The roll-out will include a simplified operating model that draws on the brand's core collection and is designed to accelerate **speed-to-market** while keeping operations efficient.

Abhishek Bajpai, CEO of Apparel Group India, highlighted India's appeal as a dynamic and youthful consumer market with a growing appetite for global fashion labels. He said the partnership with Cotton On aligns with the Group's ambitions to provide "international style and lifestyle-led fashion" to a broader audience.

From the brand side, **Michael Hardwick**, Chief Financial Officer of Cotton On Group, described India as an "exciting market" characterised by strong demand and a young demographic that resonates with the relaxed and contemporary Australian lifestyle that Cotton On embodies.

Bianca Ginns, Managing Director of Cotton On Brands, added that introducing the brand's signature easy-to-wear fashion in India marks a "significant new chapter" for the company. She noted that the energetic and creative young population in India will be central to the brand's long-term growth strategy.

Tushar Ved, President of Apparel Group India, said the partnership strengthens the company's position as a key gateway for international brands entering India's evolving retail landscape, continuing its track record of expanding global fashion labels in the market.

Apparel Group operates a large footprint globally, with over 2,500 retail outlets spanning more than 85 brands, and over 300 stores across India alone. Cotton On, meanwhile, has a presence in 20+ countries with more than 1,300 stores worldwide.

The launch of Cotton On in India is expected to tap into increasing consumer interest in accessible, trend-driven fashion and reflect broader retail expansion plans among global lifestyle brands targeting the fast-growing Indian market.