

Levi's, Tommy Hilfiger and More U.S. Brands Grow in India

Published on 14 Feb 2026 | By IFI Correspondent



India's fashion retail landscape is undergoing a transformation as several **American brands** ramp up their presence in the country, tapping into one of the world's fastest-growing consumer markets. The influx reflects rising demand for international apparel, accessories and lifestyle products among Indian shoppers — from everyday casual wear to premium luxury collections.

A number of iconic U.S. names have already carved out a strong foothold. **Levi's**, synonymous with denim culture, continues to be a market leader in India's casual wear segment, thanks to its widespread retail network and strong brand recall. **Tommy Hilfiger** and **Calvin Klein**, known for their classic American styling and modern silhouettes, also feature prominently across metropolitan and emerging urban centres. **Gap**, the heritage lifestyle brand, has extended its reach through strategic partnerships, bringing its signature basics and family-friendly fashion to Indian consumers. **Ralph Lauren** — another staple of American fashion — remains a coveted label in premium segments, attracting fashion-minded shoppers with its timeless aesthetic.

The strategic expansion of these brands is being enabled by **partnerships with local retail giants** and omni-channel distribution platforms. Indian conglomerates, particularly Reliance Retail, have been active in signing franchise agreements and distribution deals that support the rollout of U.S. labels in both physical stores and online channels. Such collaborations help international brands navigate India's complex retail environment while tapping into extensive store networks and fast-growing e-commerce demand.

Experts say India's **growing middle class**, rising fashion consciousness and increasing spending power among youth are key drivers behind this influx. Compared with a few years ago, global brands are now targeting not just Tier-I cities but also secondary markets, reflecting confidence in sustained long-term growth.

In addition to established names, several emerging American labels in athleisure, streetwear and beauty are expected to accelerate their Indian expansion in the months ahead, further diversifying consumer choice and intensifying competition in the fashion retail space.