

Mumbai Duty Free launches first Victoria's Secret store in Mumbai Airport



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Mumbai Duty Free has launched its first Victoria's Secret store in Chhatrapati Shivaji International Airport, Mumbai - Terminal 2.

The new store is located at Mumbai Duty Free's fashion and luxury zone. It features a wide variety of products, including best-selling and newly launched beauty products, a curated assortment of iconic panties, sleepwear and apparel and accessories.



The new store design showcases eye-catching video content to attract consumers

Other products that shoppers can look forward to include the award-winning Secret Bombshell and Tease, new collections like Scandalous and Tease Rebel, perennial favorites such as the Victoria's Secret Mist Collection, and also travel-ready beauty gift sets for individuals on the go.

Besides lingerie, the new Victoria's Secret store offers functional accessories such as cosmetic cases, to fashionable bags, luggage, keychains and passport covers to cater to jetsetters.

In a press release, MDF said that India is a rapidly evolving market with brand conscious consumers. Factors such as a rise in disposable incomes, increased global exposure and social media have led to increased demand for aspirational and prestige goods, giving way to trends like affordable luxury.

Commenting on the new store, P.K. Thimmayya - CEO, Flemingo Travel Retail Limited said: "We are very excited to be the first ones to introduce this iconic brand to Mumbai city. This year, we have strategically focused on building our fashion and luxury portfolio and the addition of Victoria's Secret is a step in that direction. Since the store launch recently, we have experienced huge interest in the brand from customers and the initial response is very promising. We are confident that this initiative is an absolute winner and has the potential to deliver great numbers."

Specialty lingerie retailer Victoria's Secret serves customers at more than 1,600 Victoria's Secret Lingerie, Beauty and Travel Retail stores around the globe and online.