

Jack & Jones opens its largest Asia store in Pune

By [Maverick Martins](#) - 13 March 2018

Bestseller brand Jack & Jones has opened its largest Asia store in the city of Pune at the Phoenix Market City mall. The store is spread across 6,000 square feet area and is located in the city's famous fashion hub Viman Nagar.



Jack &

Jones Pune Store - Jack & Jones - Facebook

The store will house the latest collections from the brand's distinct lines such as Core, Originals, Vintage and Premium and will also offer the widest selection of jeans to the customers.

Commenting on the store opening Vineet Gautam, CEO Bestseller India in a statement said, "We are extremely thrilled to launch Asia's largest Jack & Jones store in Pune, considering its one of the youngest, most fashion-forward and trendsetting cities in India. The vibe and energy of the people here is fast-paced and reflects the brand ideology effortlessly. We are extremely positive on the success of this store and look forward to an exciting season ahead."

The company is cautiously expanding in the Indian market by opening stores in metros and is also looking at tier 2, 3 cities for future growth. The company is

currently banking on e-commerce to cater to these markets and plans to open physical outlets in the near future.

Jack & Jones entered the Indian market in 2008. The brand currently has 67 exclusive business outlets (EBOs) and 271 shop in shops (SISs) in 70 different cities across India. The brand is also available on multi-brand e-commerce sites which extend their reach across the country.

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