Titan's Taneira plans brick-and-mortar retail expansion, launches trunk show schedule

By Isabelle Crossley - 11 March 2021

Tata Group's Titan Company plans to hold trunk shows and open brick-and-mortar stores across India for its ethnic wear brand Taneira this year with the aim of expanding its customer base.

Following a challenging year with pandemic-led store closures, Taneira plans to get back on track with its store opening schedule and add new outlets to its current total of 14. In order to discern which locations would be suitable for the investment of a permanent retail outlet, the brand will hold trunk shows in multiple locations and see where yields strong sales.

Taneira launched a trunk show in Ranchi on March 11 and the saree showcase will run until March 14 at the city's GEL Church Complex, the brand announced on Facebook. This spring, the brand will also hold trunk shows in Patna, Nellore, Davangere, Hyderabad, Laywerpeta, Dhanbad, and Jamshedpur.

“This fiscal was not a year for generating anything for Taneira as people remained indoors amid the pandemic,” Titan Company's managing director CK Venkataraman told the Economic Times. “There was no point in setting up a store or [to] do a trunk show.”
“We will scale the concept of trunk shows this year because it is a useful and an effective way to take Taneira to people,” said Venkataraman. “The sales generated from a trunk show dictate the need for a store in a certain geography. This purpose has been achieved from 80% of our trunk shows.”

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