Massimo Dutti goes online in India with web-store and app

By Isabelle Crossley - 14 December 2021

Men’s and women’s ready-to-wear brand Massimo Dutti has launched an e-commerce interface for the Indian market with both a web-shop and mobile app including omni-channel features.

Massimo Dutti has added to its network of brick-and-mortar stores in India with a country-specific web-shop. The brand launched its complete range of womenswear and menswear online with the aim of reaching shoppers across the country.

The e-commerce store enables shoppers to order clothing online and have it delivered to their local store to try on. Standard home delivery is also available and the website is designed to offer an integrated shopping experience with its physical stores.

The brand’s new India mobile shopping app features geolocation services to help shoppers find their nearest retail outlet. Intuitive features also show shoppers similar products across devices.

Massimo Dutti recently launched its autumn/winter 2022/2023 collection which features tailored suits for men and women in black or striking hues as well as casual, fluid shirts and separates.

Massimo Dutti retails in India through a partnership with Trent Ltd, a retail arm of Tata Group. The Spanish brand
Massimo Dutti retails in India through a partnership with Trent Ltd, a retail arm of Tata Group. The Spanish brand is owned by Inditex, which is also the parent company of Spanish fast fashion giant Zara.

By Isabelle Crossley

Copyright © 2021 FashionNetwork.com All rights reserved.