Reseller Iconic India opens store in Bathinda, Punjab

By Isabelle Crossley - 21 August 2022

Fashion resale brand Iconic India has opened a new store in Bathinda, Punjab featuring clothing and accessories by Indian and international brands including Gant, Elle, Vero Moda, and Ben Sherman among others.

The new store also houses products by True Religion, Antony Morato, Bugatti, Kendall + Kylie, Lindbergh, and Blue Giraffe among others. The outlet caters to men, women, and children, Iconic announced in a press release.

“To explore NH7 factory outlet space in Bhucho Khurd, Bathinda is definitely out of our comfort zone but fashion is for everyone and should be readily available to people across all Indian cities,” said Iconic Fashion India’s chief business officer Apoorv Sen in a press release.

“Bathinda being a centre of trade and an evolving suburb of Punjab attracts a lot of footfall,” said Khurd. “We are excited to explore the response of people from the suburbs in Punjab considering that most Iconic brands like Gant and True Religion have been very successful in other cities of the state. We have previously also explored other Tier 2 cities such as Bhopal, Bhubaneswar and Lucknow to name a few and the experience has been overwhelming. We are hoping the same from Bathinda as well.”

Iconic launched in 2013 with its first store in New Delhi which housed eight brands. The business now resells clothing and accessories from over 160 Indian and international brands with the aim of offering, “a luxurious and contemporary shopping experience to people across India.”