Kenneth Cole swaps Reliance Brands with Brandzstorm India as its South Asian partner

By Isabelle Crossley - 11 July 2018

The US clothing brand Kenneth Cole has switched its South Asian partner from Reliance Brands to Brandzstorm India and will open ten new flagship stores by 2020.

Kenneth Cole has signed a ten year master licensing partnership agreement with Brandzstorm India that makes the business responsible for designing, manufacturing distributing, and retailing the brand’s products in India, Bangladesh and Sri Lanka. As part of the agreement, Kenneth Cole has the aim of reaching Rs 100 crore ($15 million) in sales in India by 2020. A total of ten flagship stores are also planned to open by 2020 including two stores in Delhi and Mumbai by the end of 2018.
Brandzstorm India’s Managing Director, Ujjval Saraf, confirmed the agreement to ET Bureau and said: “We have signed a master licencing agreement with Kenneth Cole for India, Bangladesh and Sri Lanka for some of their product categories.” However, Reliance Brands have yet to make an official statement on the matter.

The agreement pertains to several of the brand’s product categories including menswear and womenswear, handbags, travel gear, and footwear. However, Kenneth Cole watches and fragrances are not included in the deal.

Kenneth Cole launched his eponymous brand, Kenneth Cole Productions Inc. in 1976 in the US according to the brand’s social media. Brandzstorm India is based in Mumbai and launched in 2009. The business also has licensing arrangements with Steve Madden, Furla, and Tonino Lamborghini.

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