



## Arvind expands Gap in India through shop-in-shop model

*Expansion increases customer accessibility through multi-brand retailers in Tier II & III markets*

**March 5, 2018:** Continuing a national expansion, **Arvind Lifestyle Brands Limited**, Gap's franchisee in India, has announced the launch of 17 Gap shop-in-shops through multi-brand retailers. The expansion accelerates the availability of Gap products around the country, including several locations in key tier II and III markets, catering to India's appetite for the iconic American clothing brand.

This is the first time Gap's shop-in-shop format will be introduced in India. Each of the locations will offer one of three product configurations: Family destinations with Adult, Kids and Baby assortments; Adult only locations; and dedicated Kids and Baby layouts.

The shop-in-shops will launch with partners Kapsons Group, Iconic India and All That Jazz, bringing the internationally renowned brand to customers in new cities of Jammu, Amritsar, Ludhiana, Patiala, Chandigarh, Jaipur, Ahmedabad, Bhopal, Bhubaneswar, and Ranchi; as well as existing Gap markets of Pune, Noida, and New Delhi.

**Parag Dani, Gap Business Head at Arvind Lifestyle Brands** said, *"Since Gap launched in India in 2015, the brand has witnessed strong growth in the country driven by its fans. Our latest expansion ensures that more people are able to experience Gap's iconic American style through modern wardrobe staples – an ideology that's welcomed in our market. We are confident that we will receive a great response from the people in these cities and we are incredibly excited about this journey."*

Arvind currently has 11 standalone Gap stores in the National Capital Region, Mumbai, Bangalore, Pune, Chennai and Indore. In addition, Gap products are available online on nnnow.com and Amazon.in/gap, garnering larger visibility and access to the brand across the country.

### **About GAP**

Gap is one of the world's most iconic apparel and accessories brands and the authority on American casual style. Founded in San Francisco in 1969, Gap's collections are designed to build the foundation of modern wardrobes – all things denim, classic white shirts, khakis and must-have trends. Beginning with the first international store in London in 1987, Gap continues to connect with customers online and across the brand's about 1,600 company-operated and franchise retail locations around the world. Gap includes Women's and Men's apparel and accessories, GapKids, babyGap, GapMaternity, GapBody and GapFit collections. The brand also serves value-conscious customers with exclusively-designed collections for Gap Outlet and Gap Factory Stores. Gap is the namesake brand for leading global specialty retailer, Gap Inc. (NYSE: [GPS](#)) which includes Gap, Banana Republic, Old Navy, Athleta, Intermix and Weddington Way. For more information, please visit [www.gapinc.com](http://www.gapinc.com).



### **About Arvind Lifestyle Brands Limited**

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including *Gap, TCP, Gant, Nautica, Aeropostale, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee and Geoffrey Beene*. Arvind also has a portfolio of 12 of its own brands. Arvind has recently launched stores of marquee retailers Gap, The Children's Place and beauty giant Sephora. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.

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