

Creed opens first flagship store in India

July 25, 2025



From left to right at the store opening: Erwin Creed, Aditya Roy Kapur, Bollywood actor, Marc Bierer, General Manager of Kering Beaut  Middle East, and Satyaki Banerjee, CEO of LUXASIA Group

Fragrance brand Creed (Kering) has opened its first flagship store in India at The Chanakya shopping mall, New Delhi, in partnership with Asia-based distribution company LUXASIA.

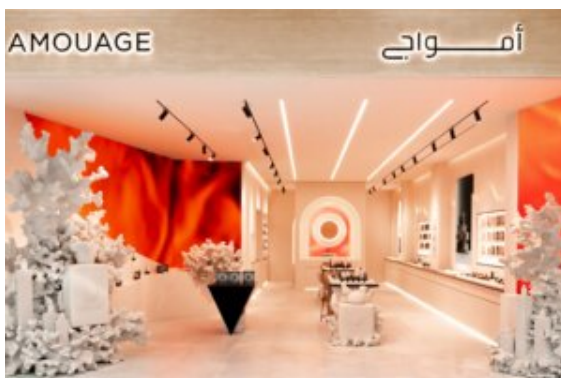
The store sells Creed's perfumes, bodycare, home, and lifestyle items in a space that is meant to reflect the brand's heritage. Each product is sold exclusively at this location. The store also provides services such as perfume bottle engraving.



Satyaki Banerjee, CEO, LUXASIA Group, said: " Given the immense potential of luxury niche fragrances in India, we are very excited about Creed Fragrances' future in this promising market."



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