

Nautica launches its first exclusive store in Lucknow

The new store at Phoenix Palassio makes available a large selection of premium fashion



Lucknow, September 29, 2020 – Renowned global fashion brand Nautica, part of the Flipkart Group in India, launched its first retail store in Lucknow at the Phoenix Palassio Mall in Gomti Nagar. With this launch, Nautica caters to a growing market need, with high-quality fashion that delivers versatility and comfort, with over 200+ exclusive styles on display. This includes a wide range of Men's T-shirts, Shirts, Denims, Trousers, Shorts, Masks and Caps - which has something special for every consumer in light of the upcoming festive season. As part of this much-awaited launch, the store is also offering inaugural offers to its customers.

The 1080 sq.ft Nautica store has been designed with a cityscape concept, while staying true to its heritage of being inspired by the sea. Maintaining all safety standards in line with Government norms, the store creates a re-imagined nautical environment for customers, with references to a modern city life. The store has an open façade with slatwall interiors, which gives the feeling of being on a ship. Elements like anchors and boats, painted in royal white colour, are displayed at the store. The highlights from the large selection for men includes the Navtech range of T-Shirts and Modal Jeans. Navtech T-shirts are made from moisture-wicking fabric designed to keep your body cool and dry. The Nautica modal denims are eco-friendly as well as stretchable.

Flipkart, in August 2019, had partnered with the Authentic Brands Group to license and distribute the fashion brand Nautica in India.

About Nautica

Drawing from the essence of the water and the currents of the world, Nautica is a global lifestyle brand that creates style that's iconic, yet modern and innovative in its fit, feel and function. Nautica is one of the most recognized American brands in the world. Nautica is available in nearly 16 exclusive brand stores and many more shop-in-shops retail partners across the country, as well as on Myntra.com and Flipkart.com. Flipkart, in August 2019, had partnered with the Authentic Brands Group to license and distribute the fashion brand Nautica in India.

For more information, please write to media@flipkart.com