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Aditya Birla launches OWND! for Gen Z

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Aditya Birla Fashion and Retail Ltd (ABFRL) is rebranding its value fashion format Style Up to appeal to younger, fashion-savvy Gen Z shoppers as competition intensifies in the apparel and footwear market.

The retailer will gradually convert its existing 49 Style Up stores to OWND! over time. It plans to open 100 stores by the end of this fiscal year and expand to 400 outlets over the next 3-5 years, Sangeeta Tanwani, chief executive, Panta-

loons and OWND!, said in an interview with *Mint* on the sidelines of MAPIC, a retail-focused event in Mumbai.

The company has already opened five new OWND! stores in markets such as Ahmedabad, Bengaluru and Aurangabad.

"This brand is very sharply targeted to Gen Z. It's a brand which is built with a deep understanding of the youth culture. We were testing Style Up over the last couple of years, which has given us the

confidence that we need to go deeper with this segment, but with a sharper proposition," Tanwani said.

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The brand will be a top "priority" within ABFRL. Tanwani declined to share investment details. Gen Z shoppers, born between 1997 and 2012, are considered fashion-forward consumers. India has around 60 million Gen Z shoppers who actively shop online, accounting for 20-25% of the online lifestyle market, valued

at about \$4 billion in gross merchandise value (GMV), according to a 2024 report by Bain & Co. and Myntra.

ABFRL launched Style Up in 2019, focusing on tier-II and tier-III cities. The chain offers menswear, womenswear, kidswear, and accessories. The first Style Up store opened in Bihar. The chain has since grown to 49 stores.

With its new positioning, the brand will now expand into metros and mini-metros.

"It is a value format with a focus on metros and mini-metros," Tanwani said.

For an extended version of the story, go to [livemint.com](https://www.livemint.com).