Shantnu & Nikhil
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Luxury redefined

Since Aditya Birla Fashion & Retail Limited announced a joint venture with Shantnu & Nikhil in 2019 and launched their Shoreline Luxury brand, S&N, the designer duo has been thinking about expanding their presence in the country. And now, it looks like their plans are coming to fruition. In July this year, the label’s first store in Bangalore was opened at Whitefield. Their second store in the city, in the more centrally located Vinod Mall, will be opened next month. With a string of other locations lined up until the end of the year, the two stores have a busy few months ahead of them. Speaking to Shantanu, who, in turn, talked more about what to expect.

In what ways does the bridge for luxury between India and the West reflect the ethos of the S&N brand?
The most notable feature of Shantnu & Nikhil, which celebrates Indian roots with a hint of modernity, is its focus on minimalism and fluidity. A perfect example of this is the 'M' store collection, which is inspired by the designer’s own interpretation of the city of Mumbai.

What are the unique selling points of S&N's brand?
Shantnu & Nikhil's brand is unique in its ability to blend traditional Indian motifs with modern sensibilities. The designers have always been inspired by the diverse and vibrant culture of India, and their collections reflect this. From the use of traditional fabrics to the incorporation of modern design elements, S&N stands out in the fashion world.

What does the future hold for Shantnu & Nikhil?
Looking ahead, Shantnu & Nikhil plan to expand their presence even further, with new stores and collaborations. They are also set to introduce new collections that continue to push the boundaries of Indian fashion.