

Fenty Beauty to expand in India in partnership with LUXASIA

August 4, 2025



LVMH-owned Fenty Beauty and Fenty Skin are to expand to India in partnership with Asia Pacific beauty and lifestyle distribution company LUXASIA.

The brand will be distributed through Reliance Retail-owned beauty retailer Tira and through Sephora stores. Reliance Retail also operates Sephora stores in India.

“With availability in 49 stores across 16 cities, as well as online, this expansion marks a major milestone in making the brand’s inclusive beauty vision more accessible to Indian consumers than ever before,” comments Satyaki Banerjee, CEO, LUXASIA Group.

Fenty Beauty is the brand created by singer Rihanna in 2017. In 2000, the brand launched its skincare line Fenty Skin.

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