

MEDIA RELEASE

Tira unveils its flagship luxury beauty store at Jio World Plaza

Unveiling a New Era of Luxury Beauty: Tira redefines beauty retail in India with its largest store, offering an unmatched retail experience of the most prestigious global luxury brands, and signature services, exclusively at Jio World Plaza

Mumbai, 13th November 2024: Tira, the beauty retail chain of Reliance Retail, unveils its luxury flagship store today at Jio World Plaza, Mumbai which is poised to elevate the beauty shopping experience to unprecedented heights, offering an experience that is comparable with the best of global standards in luxury beauty retail.

Spanning over an impressive 6200 sq ft, this store has been designed for every corner to exude sophistication, with meticulously crafted details that immerse shoppers in a world of luxury and beauty.

Commenting on the flagship launch, **Ms. Isha Ambani, Executive Director, Reliance Retail Ventures Limited**, said, “At Tira, we are creating a destination that redefines luxury in beauty for India, blending world-class brands with elevated services to craft an experience unlike any other. Our Tira flagship store at Jio World Plaza represents a commitment to celebrating beauty in its finest form – where every detail is designed to indulge, inspire, and transform. We are excited to invite our customers on this extraordinary journey into luxury beauty.”

At the heart of this flagship lies 15 shop-in-shop boutiques featuring an assortment of prestigious, global brands, such as Dior, Estée Lauder, Yves Saint Laurent, La Mer, Prada and Valentino to name a few, making it a haven for beauty connoisseurs. The store also includes a curated selection of ultra-luxury skincare brand - Augustinus Bader which is exclusive to Tira in India. Each one of shop in shops offers an immersive experience for the customers that is available only to this location in India.

One can step into the Dior shop-in-shop to experience the coveted “Dior Addict Beauty Ritual”—a luxurious, five-step ritual that combines skincare and makeup to achieve a flawless, radiant look that highlights the essence of Dior’s beauty expertise. Over at Armani, customers can enjoy a complimentary, signature makeup application designed to capture Armani’s signature and timeless style. The YSL shop-in-shop offers a premium Makeup Service that focuses on face, eyes & lips, bringing the bold and luxurious essence of Yves Saint Laurent to life.

Reliance Retail Limited

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The Scent Room is a sanctuary for fragrance lovers that is designed to provide customers with an immersive olfactory experience. This dedicated space offers a curated selection of the finest international fragrances, as well as limited-edition collections. Customers can explore each scent's unique story and uncover a fragrance that resonates with their personal identity, making it a truly unforgettable part of the Tira experience.

In a first for luxury beauty retail, Tira introduces exclusive in-store skincare services at **the Tira Beauty Suite**. Among Tira's signature treatments, the "**Signature Glow**" facial is a revitalizing quick fix designed to restore luminosity and radiance, while the **Youth Elixir** and **Aqua Infusion** facials specifically target aging and dehydration, respectively.

Available only at this location in the country, **Augustinus Bader signature facials** will leave one's skin visibly radiant and glowing using their luxurious products and techniques.

To enhance the shopping experience further, **Tira's beauty concierge service** provides a tailor-made and personalized shopping experience for its customers. Using their knowledge and expertise they are able to make personalized recommendations, host in-depth consultations and meet the customer's every beauty need ensuring the whole package is bespoke, reiterating Tira's dedication to superior customer service.

The **Tira Cafe** gives a refreshing end to the shopping experience where customers can treat themselves to small bites, refreshing juices with add-ons like collagen & spirulina, infused water or coffee. For special events, Tira Cafe elevates into an indulgent Champagne Bar, a first of its kind in the Indian retail space, adding a touch of class and sophistication.

This flagship store will leverage cutting-edge technology tools in the beauty space, such as virtual try-ons and personalized recommendations, to further enhance the shopping experience. Tira aims to redefine luxury and set a new standard in India's beauty retail landscape, offering a world-class experience that is truly unparalleled.

ABOUT TIRA:

Launched by Reliance Retail Limited, India's largest and most prominent retailer, Tira is the new omnichannel beauty retail platform powered by technology and customized experiences. Tira offers a curated assortment of the best global and home-grown brands, making it the go-to destination for all things beauty. The platform's website and app are easy to navigate, with a clear and clutter free interface that allows customers to browse products by category, brand, or concern. Customers can also access beauty content, tips, and tutorials, making it a one-stop-shop for all their beauty needs. Best in class personalisation tools ensure users see products, offers and content that are more relevant to their interests and purchase patterns. The offline stores offer a range of curated services and latest beauty tech tools, including makeup and skincare consultations, virtual try-ons, personalized beauty routines, and tutorials for Tira's signature looks. Highly trained beauty advisors ensure that customers get the most out of their shopping experience and find the products that work best for them.

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ABOUT RELIANCE RETAIL LIMITED (RRL):

Reliance Retail Limited is a subsidiary of Reliance Retail Ventures Limited (RRVL), the holding company of all the retail companies under the RIL (Reliance Industries Limited) group. RRVL, through its subsidiaries and affiliates, operates an integrated omnichannel network of 18,918 stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets. Reliance Retail Limited has registered customer base over 316 million. RRVL reported a consolidated turnover of ₹ 306,786 crore and net profit of ₹ 11,101 crore for the year ended March 31, 2024.

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