

FINE LIVING
RETAIL

MAYBACH HAS 'DESIGNS' ON INDIA

The legendary German brand Maybach Icons of Luxury, known for its handcrafted elegance, makes its India debut with its first store at Phoenix Mall of Asia, Bengaluru.

Bindu Gopal Rao

The latest addition to Bengaluru's burgeoning luxury retail space is Maybach. Well, not the car brand but its lifestyle arm that also offers a preview of the Mercedes-Maybach SL Monogram Series accessories. The brand has been brought to India in collaboration with GKB Opticals and Eternity Lifestyles, both known names in the eyewear space in India. "Luxury in India is growing rapidly as people want something authentic, and Maybach eyewear has been a fan favourite among the discerning audience here. Quality, style, and craftsmanship all come together in this first concept store in India, making it more accessible," says Priyanka Gupta, Director of Brands, GKB Opticals. "Like the car, the standard of luxury in eyewear is Maybach, which has no parallel in terms of product or design," adds Ronak Sheth, Founder, Eternity Lifestyles.

Maybach Icons of Luxury aims to bring the best from the very best. The brand has seen Indians shopping for their products abroad and that is why they chose to locate their 11th store worldwide in India. "Specifically, what makes this store unique is that we offer customisation as well, and we want to work with what our



Maybach Icons of Luxury brings the Mercedes-Maybach SL Monogram Series accessories to India in collaboration with GKB Opticals and Eternity Lifestyles in first ever concept store in India, the brand's 11th store worldwide.

customers really want. We can change colours and make special sizes of leather goods as part of this, and while it will take time, we believe it will add a bespoke touch," says Wolfgang Thelen, Founder and CEO of Maybach Icons of Luxury GmbH.

The brand started out with eyewear and branched out to become a luxury men's brand and is now adding more segments. "For instance, in bags, we have briefcases, leather bags, and travel bags. We also have a range of writing instruments. Everything is produced in Germany and bears the excellence of craftsmanship," says Thelen. In the eyewear collection they use materials that no one else uses—a combination of wood, natural buffalo horn, and titanium. "For Indian customers who appreciate craftsmanship and excellence, this is a perfect fit. We also use mother of pearl and solid gold and even have a real diamond collection that is specifically created for the Indian market," adds Thelen.

"Every piece in our collection is made using the best materials and focusses on craftsmanship at its core. We do not really have anything that is mass-produced or made in large numbers. And the production is sustainable too," says Thelen. Ready to give your accessories a luxe makeover?

WHERE Phoenix Mall of Asia Bangalore

COST Eyewear upwards of ₹1.76 lakh; Writing instruments upwards of ₹1.72 lakh

