



amanté

Brand Overview

India & Sri Lanka · Est. 2007



Premium Lingerie
Athleisure · Sleepwear
Shapewear · Swimwear
Layering · Accessories

A RELIANCE RETAIL COMPANY

WELCOME TO AMANTÉ

Where every
detail is
made for her.

Welcome to a world, where every detail whispers indulgence and comfort, and every detail is meticulously curated to meet the desires of a modern woman. An inviting realm where our intimate wear seamlessly blends elegance and functionality, offering an exclusive experience that redefines her journey.

amanté is where a woman doesn't just shop. She discovers herself.



Premium · Purposeful · Personal

Launched in 2007, amanté is a premium intimatewear brand redefining the role of lingerie in a woman's life.

We believe lingerie is not merely functional or invisible; it is the first, most personal choice she makes each day, setting the tone for how she feels, moves, and shows up in the world.

By combining couture-inspired design, precision engineering, and fabric innovation, amanté creates intimate wear that prioritizes feeling over appearance—empowering women to set the tone for their day from within.

Our finely curated portfolio offers a versatile range of exquisite lingerie, sleepwear, activewear, swimwear, shapewear, liners, accessories and more, making amanté the ultimate intimate-wear destination.



amanté means lover in Spanish —a name born from 1,000s of ideas within the company, chosen for the woman who loves herself first.

OUR PURPOSE

*To Be The First Layer
of Personal Meaning*

To empower the modern Indian woman to turn lingerie from a justified need to a chosen ritual — making self-love a daily habit, starting from the very first thing she puts on.

OUR VISION

*Elevating Comfort
to a Conscious choice*

Our vision is to build a brand that women trust not just for how lingerie looks, but for how it supports who they are becoming—every day, at every stage of life.

OUR PROMISE

*Finest Quality.
Elevated Comfort.
Fashion Forward.*

Lingerie that supports her body, respects her rhythm, and elevates her everyday —so the first thing she wears always feels considered, comfortable, and deeply personal.

OUR VALUES

What we stand for—in every stitch, every style, every woman.

We Create Beautifully

Every design starts with curiosity and ends with craft. We imagine boldly, and build with care.

We Build for Real Women

From sizing to support, everything is engineered with precision—because she deserves products that truly work.

We Celebrate Femininity

Femininity isn't one thing. We honour every version of it—through every silhouette, fabric, and detail.

We Inspire Her Confidence

When she looks good and feels right, she carries herself differently. That's what we're here for.

We Listen Before We Design

Her body, her routine, her feelings—she tells us everything we need to know before we create anything.

We Belong to Every Woman

Real bodies aren't a niche. We design for the full spectrum of real bodies.

01

Two Decades of Consumer Understanding

Relentless research gives amanté a nuanced understanding of diverse body needs, lifestyle preferences and aesthetic trends —enabling solutions that feel personally relevant, never generic.

02

Expansive Portfolio Across All Categories

From lingerie to loungewear, sleepwear, shapewear, swimwear and more — 300+ products allow women to find high-quality solutions for every moment, mood, and movement.

03

Distinctive Design with Premium Cues

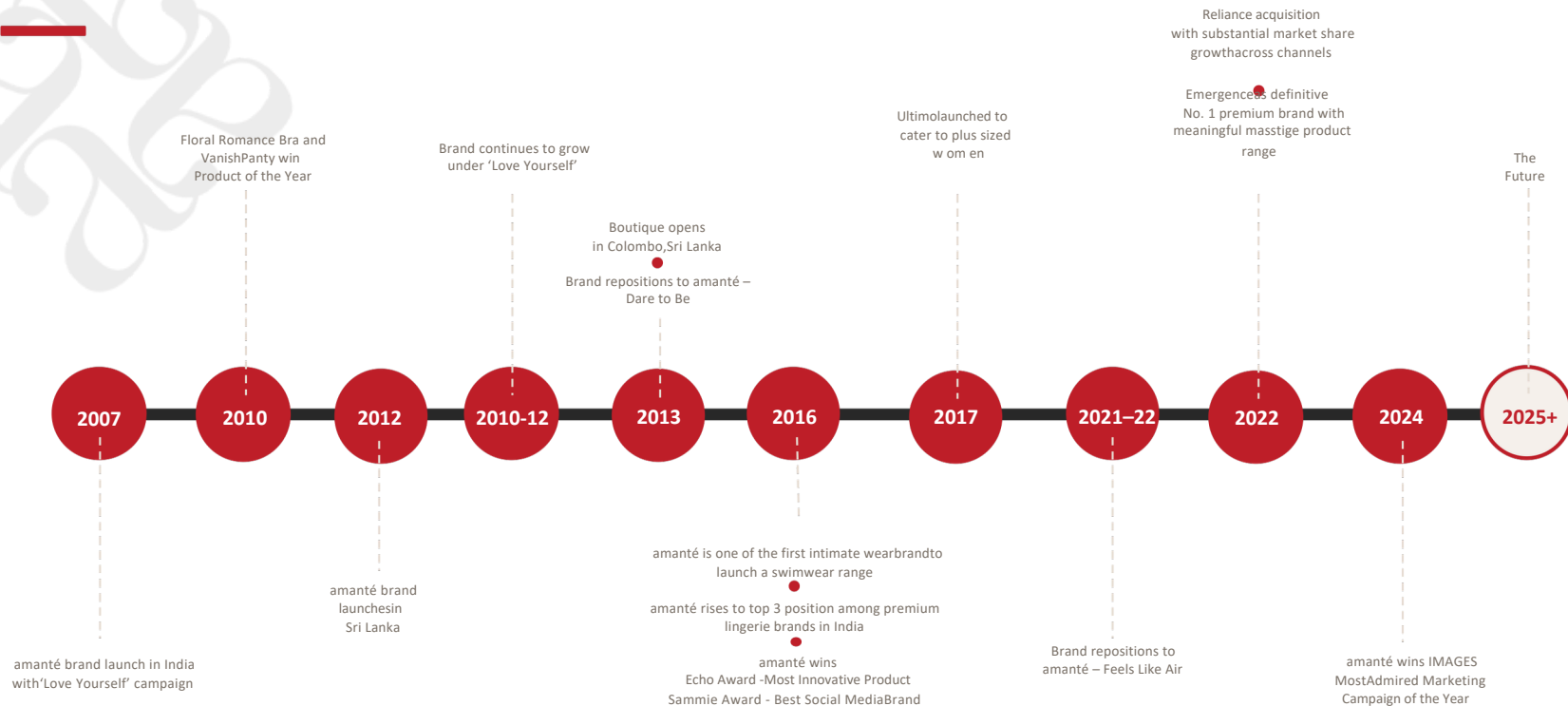
We design like a fashion house that understands the Indian woman's body — blending world-class aesthetic instinct with uncompromising quality. Statement pieces that feel effortless.

04

Aesthetic Leadership & Award-Winning Innovation

A refined global aesthetic elevating lingerie from necessity to fashion statement —backed by Echo Awards, Sammie Awards, and India's #1 premium intimate wear position.

OUR BRAND JOURNEY & MILESTONES



#1 Premium Lingerie Brand In India

OUR TARGET CONSUMER

SHE IS...

AGE

Women, 24–45 years

MINDSET

Knows her lingerie.
Fashionista. Aspirational.

SEGMENT

Pragmatist &
Discerning Fashionista

INCOME

₹10 Lakh+ p.a. · SEC-A

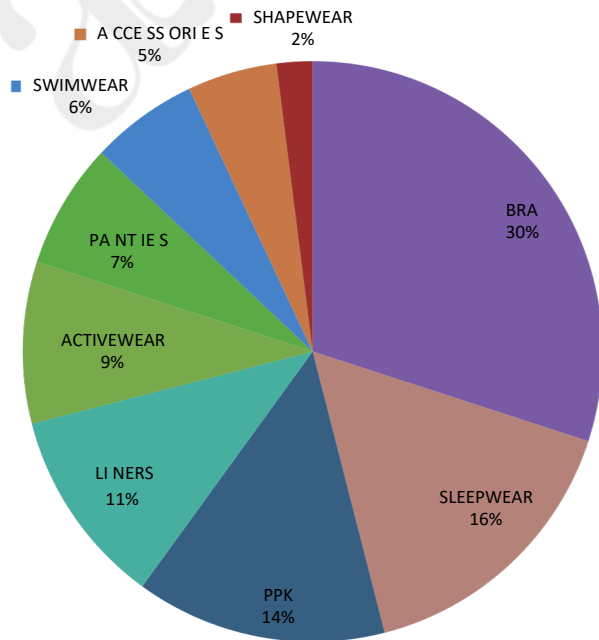
WARDROBE

~8 + bras · ~4 Brands · ~4 silhouettes



PRODUCT PORTFOLIO

300+ premium styles across 9 categories



BRAS

Wired, wireless, padded & non-padded —precision fit

ATHLEISURE

Performance meets style — sports bras & co-ords

SLEEPWEAR

Luxurious sets, robes & separates

COORDINATE PANTIES & PANTY PACKS

Premium everyday essentials, comfort-first

SHAPEWEAR

Sculpting with second-skin comfort

WINTER & THERMALS

Sleek warmth under clothing

LAYERING

Everyday essentials, always discreet

SWIMWEAR

India's first intimate brand swimwear range

ACCESSORIES

Bra accessories, lingerie care & essentials

#1

**Premium Lingerie Brand
in India and Sri Lanka**



**Fastest Growing Brand
in the last 5 years consistently.**

MARKET POSITION

AMANTÉ IS MARKET LEADER IN PREMIUM LINGERIE



600+

Cities
PAN India

11,000+

Retail Doors

19

EBO Boutiques

2

Countries
India & Sri Lanka

MBO

Multi-Brand Outlets

Mass-premium retail presence across India's leading multi-brand lingerie and apparel stores.

LFS

Large Format Stores

PAN India —Shoppers Stop, Lifestyle, Reliance Trends, Pantaloons, and other leading formats.

EBO

Exclusive Boutiques

19 immersive premium boutiques across key cities —a sanctuary designed entirely for her.

E-C OM

Online Commerce

Own website www.amantelingerie.in + all top marketplaces and fashion portals across India.

BRAND CAMPAIGNS OVER THE YEARS

2007-12

Love Yourself



BRAND LAUNCH

India's first major premium lingerie brand campaign —bold, empowering, accessible. Fine lingerie for every woman.

2013

Dare to Be



REPOSITIONING

Redefined amanté's identity —bolder, more aspirational, celebrating the woman who dares to embrace herself fully.

2022

Feels Like Air



[Click here to watch.](#)

RELAUNCH · ATL

Major ATL relaunch —TV, OOH, digital — repositioning amanté as the brand of effortless, empowering comfort.

2024
Approved By

You, Crafted By Us

SOCIAL-FIRST



[Click here to watch.](#)

Turned the consumer into the creative director. Real amanté women co-creating the brand narrative.

2025

Made Like You



[Click here to watch.](#)

CONSUMER CAMPAIGN

Celebrating diverse Indian women —their bodies and stories. Fashion-forward with high organic resonance.

2025

It's Your Moment



[Click here to watch.](#)

FESTIVE · SEASONAL

Seasonal franchise across Diwali, Valentine's & gifting —celebrating every milestone, big and small.

Awards & Recognition

- Echo Award —Most Innovative Product (Sculptwire)
- Sammie Award —Best Social Media, Fashion/Apparel
- Times Retail Icons —Most Popular Premium Intimate Wear
- IMAGES Most Admired Marketing Campaign winner

Cultural Presence

- Campaign collaboration with director Madhur Bhandarkar's Calendar Girls
- PVR Association —PAN India in-cinema activation
- International Yoga Day activation at Mall of India, Delhi
- Fashion shows, collection launches & college connects

Brand Partnerships

- Filmfare OTT Awards 2025 —In Association With amanté
- OTT India Fest powered by Jio TV
- Lakmé Fashion Week —Jabong Stage partner
- India's Next Top Model (MTV xTRESemmé)

Media & Press

- Featured in Vogue India —print & digital
- Covered by Elle, Marie Claire, What's Up Guides
- Extensive influencer community
- Celebrity-led store launches & campaign associations

THE AMANTÉ BOUTIQUE EXPERIENCE

Step into a space designed just for her —where intimate luxury meets a curated experience crafted to make her feel seen, understood, and celebrated.

Her Space

Elegant interiors and warm attentive staff. Every detail crafted for her comfort.

Guided Discovery

Expert bra fitting, comfortable trial rooms, and a curated journey through 300+ styles.

She Discovers Herself

Inspired by the world's finest lingerie destinations —a place she'll long to return to.



Window displays designed to enchant, always

amanté has consistently associated with leading personalities from Bollywood, fashion, sport and media to launch stores, campaigns, and brand moments — building cultural relevance across India.



Curated launch experiences

Experiential exclusive boutique inaugurations across key cities —creating premium brand moments and earned PR amplification. Leveraging influencer presence, these launches drive visibility, footfall, and earned media—reinforcing amanté's premium retail positioning.



Celebrity –led events

A signature content format –The Pink Couch hosted by amanté at key events, featuring curated conversations with celebrities and influencers in a relaxed, intimate setting.



Bollywood events association

Strategic partnerships with premium entertainment platforms such as Filmfare OTT Awards, Style Icon Awards, and Hungama OTT Fest. These associations position amanté within India's most influential cultural moments,



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India & Sri Lanka | 600+ Cities | 11,000+ Doors | 19 Boutiques

A R E L I A N C E R E T A I L C O M P A N Y