

Third Spaces Across India

Where small brands can go offline — without a fixed lease

MUMBAI

A New Playground

Location: Chapel Road, Bandra West (above Chaayos)

Format: Permanent rotating select shop — womenswear and lifestyle

Instagram: [@newplayground.bandra](https://www.instagram.com/newplayground.bandra)

→ Walk-in retail energy with pop-up economics. Good entry point for indie womenswear brands.

Doki Doki

Location: 7 Calicut Road, Ballard Estate, Fort

Format: Permanent multi-brand concept store + gallery + coffee bar inside a converted ice factory warehouse

Instagram: [@dokiidokii.in](https://www.instagram.com/dokiidokii.in)

→ Stocks artisanal Indian labels — Fool Dost, LEH Studios, Né Nepal, Do Tak Keh and others. Tues–Sun, 10am–8pm.

Stylera

Location: Aurum Square Mall, Ghansoli, Navi Mumbai

Format: Permanent 20,000 sq ft multi-brand D2C destination — specifically built for online brands going offline

Instagram: [@styleraofficial](https://www.instagram.com/styleraofficial)

Website: [stylera.co](https://www.stylera.co)

→ 40+ digital-first Indian brands under one roof. Most accessible space on this list for online-only brands.

DELHI / NCR

The Galleries at 32nd Avenue

Location: 32nd Avenue, Sector 15, NH-8, Gurugram

Format: 40,000 sq ft experiential boutique retail hub for homegrown Indian brands. Brands get physical space, footfall, and funding support.

Instagram: [@32ndofficial](https://www.instagram.com/32ndofficial)

Website: [32nd.com](https://www.32nd.com)

→ Has hosted Antar Agni, Urvashi Kaur, Cord, Almost Gods, Khanijo, Khara Kapas, Leh Studios and more. Described by founders as the first unified physical home for India's indie fashion labels.

The Vault by 32nd

Location: 32nd Avenue, Sector 15, NH-8, Gurugram (underground, adjacent to Starbucks)

Format: Immersive underground market housing 60+ homegrown brands across fashion, beauty, fragrance, lifestyle. Hosts weekly workshops, pottery sessions, and events. Has an in-house café.

Instagram: [@thevaultby32nd](#)

Website: [32nd.com](#)

→ Lower price point and lower gatekeeping than The Galleries above. Discovery-first format — brands spotted include Almost Gods, Arata, FAE Beauty, Ruby's Organics, The Wishing Chair. Explicitly designed for content creation — the space invites filming and shoots.

OGAAN

Location: Hauz Khas Village (main) + Dhan Mill Compound, Chattarpur

Format: Curated multi-designer store. Has hosted emerging labels for limited windows alongside established names.

Instagram: [@ogaanindia](#)

Website: [ogaan.com](#)

→ Selective but one of the highest credibility signals for an indie label in Delhi. Approach via email or DM.

CHENNAI

Amethyst

Location: Whites Road, Royapettah (main); also Nungambakkam + Chamiers Road

Format: Permanent multi-designer boutique + Wild Garden café + Bloom flower shop. Runs rotating pop-up showcases for visiting brands.

Instagram: [@amethystchennai](#)

Website: [amethystchennai.com](#)

→ South India's most active pop-up host. Often the only place to browse a label offline in Chennai. Email: shops@amethystchennai.com. Open 7 days, 11am–7:30pm.

JAIPUR

Jaipur Modern

Location: Restored 1940s bungalow, C Scheme, Jaipur

Format: Permanent concept store + all-day café. Hosts brand showcases, exhibitions, and workshops.

Instagram: [@jaipurmodern](#)

Website: [jaipurmodern.com](#)

→ Condé Nast Traveller pick. Reviews applications from indie designers. Non-snobbish in approach — accessible to smaller names. Open 11am–9pm daily.

Parampara

Location: Jaipur

Format: Multi-brand concept store — fresh folklore and contemporary Indian design lens

Instagram: [@parampara.jaipur](#)

→ Active community of 24K+ followers. Good entry point for indie brands with a craft or heritage angle.

KOLKATA

Unconventional

Location: Alipore, Kolkata

Format: Permanent multi-designer retail space that morphs into gallery and community space. No gender or category restrictions.

Instagram: [@unconventional.ccu](#)

Website: [unconventional.co.in](#)

→ Opened 2024. Founded by mother-son duo. One of the lowest gatekeeping, most accessible spaces on this list.

KOCHI / KERALA

One Zero Eight by Save The Loom

Location: Njaliparambu Junction, Kunnumpuram Rd, Fort Kochi, Kerala 682001

Format: Permanent concept store across two floors of a centuries-old Portuguese villa + garden restaurant. Hosts pop-ups, exhibitions, and craft events.

Instagram: [@onezeroeight.stl](#)

→ Listed by Vogue Business as one of the world's most innovative retailers. Strong handmade-in-India identity. Has hosted Pero, Antar Agni, 11.11.

Note: All spaces verified as active as of early 2026. Instagram handles are the most reliable way to check current programming and application windows. For spaces without a listed website, DM on Instagram is the recommended first contact.