

# Boddess to open first Anastasia Beverly Hills store in India

An online multi-brand beauty retailer Boddess celebrates its one year anniversary, it plans to open the first brick-and-mortar store for cosmetics brand Anastasia Beverly Hills in India.

PUBLISHED

Feb 26, 2021



Anastasia B

Ritika Sharma launched Boddess last year during the pandemic and swiftly grew the business with an omni-channel approach. The business recently launched a shopping app to enable customers to shop via their mobile phones and is continuing to add Indian and international beauty brands to its online offering.

As the business continues to expand online and develop augmented reality and virtual reality technology to ameliorate the e-commerce experience, offline expansion is also in the works.

“We couldn’t be more excited to take on this baton,” Sharma told Elle India about her plan to open an Anastasia Beverly Hills store. “The store is unique in the sense that it is focussed on aspirational experiential retail, education, high engagement, expert brow services, workshops and unique product try-ons.”

The business also plans to open a Boddess store in 2021.

“Boddess is set to launch its retail flagship towards the end of 2021,” said Sharma. “Our platform is going to introduce exciting portfolios and exclusive international beauty and wellness brands over the next three months. We aim to onboard trendsetting D2C, celebrity brands, local portfolios and fast-growing make up and skincare ranges across the globe.”

Boddess retails premium brands including Laneige, Innisfree, K Beauty, Miss Claire, The Body Shop, and Belief, among others.