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# Brand Announcements, Launches and Releases | Fourth Week of February

It's a brand new week, and Local Samosa is back with the recent brand announcements, launches and releases. From Sotrue to Da Milano, if you've missed out on any details, this is your cue to stay updated.



Anisha Khole

27 Feb 2026 12:41 IST

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Medusa Beverages







This is your opportunity to stay informed about all the latest brand announcements, releases, and launches. From Limelight Diamond's to Wacoal's latest launch, Local Samosa is back with all the details you need to know for the fourth week of February.

Nei Native launches Brahmadesam A2 Cow Ghee



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Shopping

## 10 Super Comfy Strapless Bra Picks for Great Style and a Comfy Fit


Still enchanted by Alia Bhatt's peach Tamara Ralph gown at Cannes 2026? Style yourself similarly with top strapless bra picks, ranging from humble A cups to heavier D cups, that will give you the confidence to go strap-free!






Are you still spending hours converting your regular bra into a strapless one, only for them to act all slippery, saggy or tight? Enough of taking the straps off the hook, because no matter what the cup size, we've got you the ultimate strapless bra picks that will effortlessly fit you, like they aren't even there. Doesn't matter if you're an XS or an XXXL, now, there won't be any pulling up, adjusting and worrying about a malfunction every 5 minutes, just fit it and forget it!

### 1. Soft Touch Microfiber Strapless Bra by Jockey

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# Why Soju is Becoming India's Next Big Social Drink


India's drinking culture is evolving beyond whisky and beer, creating space for newer categories like soju. This story explores how changing consumer habits, global influences, and a preference for lighter drinks are driving the rise of soju in India.



For decades, India's drinking culture was largely shaped by whisky, beer, and strong spirits. Whether at family celebrations, corporate gatherings, or social events, these categories dominated the market. Today, however, a new generation of consumers is changing the way India drinks. Lighter, flavour-driven beverages are finding favour among younger consumers, and one category that has quietly emerged from the sidelines is soju.

Once known primarily through Korean films, dramas, and pop culture, soju is now building a

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## Where Do Dairy Cooperatives Stand

# Amidst Financial Crisis in India's Cooperative Societies


Two months ago, the Centre had informed the Lok Sabha of the financial crisis in the cooperative societies. On World Milk Day, a look at the status of dairy cooperatives in the country.




*Image Courtesy: Mulukanoor Diary.*

India's dairy cooperative model helped build the country's milk economy. Yet, at a time when India is the world's largest milk producer, nearly one-fourth of the country's cooperative societies are running losses, over 1.4 lakh are non-functional, and thousands are under liquidation. As the backbone of the dairy sector, dairy cooperatives hold a major share of the industry, which, as per the Press Information Bureau (PIB), accounts for 80% of the revenue. However, today, cooperatives account for only 20% of the total marketed milk.

To assess the current state of the dairy cooperatives in India, we must delve into the market

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Samosa Recommends

# Denim is Having its Main Character Moment: 9 Indian Brands Leading the Trend in 2026

Discover 9 homegrown Indian brands redefining denim in 2026 with stylish co-ords, dresses, kurtas, jackets, shirts, and jumpsuits that combine comfort with contemporary fashion.



Remember when everyone wanted to dress like their favourite early 9000s movie star in

REMEMBER when everyone wanted to dress like their favourite early-2000s movie star in denim from head to toe? Fast forward to 2026, and denim is back in the spotlight once again. But this time, it's not just about jeans.

Indian fashion brands are giving denim a fresh identity through co-ord sets, dresses, kurtas, shirts, jackets, and jumpsuits. The fabric has become softer, more versatile, and easier to wear than ever before. Fashion lovers are embracing denim because it offers comfort, durability, and

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Local Finds

## How Depot 48 Has Turned Queer Joy and Independent Sound into a Decade-Long Act of Resistance

Tucked in M Block, GK-2, Depot 48 has spent a decade doing something quietly radical, building a room where queer people don't have to manage themselves, and where independent music is treated as a serious cultural act, not a background service.







The easiest way to understand what Depot 48 is, is to imagine what Delhi nightlife looked like without it.

Not just the 4,700-odd performances, or the weekly drag nights, or the Pride Fairs, or the hours of acoustically-treated independent music that have passed through its rooms since 2014.

Imagine, more specifically, the absence of a room where queer people in Delhi could simply be, loudly, badly, freely, without first running the silent calculation that most public spaces demand of them.

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## Trending On Our Feed: Instagram Brands we Found in May you Need to Check out

Discover the top brands we found on Instagram in May that are making waves. From hidden gems to rising stars, explore our curated list by Local Samosa for must-check-out businesses.







Last couple of years, Instagram has been one of the major discovery platforms, making small



Last couple of years, Instagram has been one of the major discovery platforms, making small businesses more accessible, in turn giving them more visibility and a well-deserved boost. If you're looking to know all about them at one place, then you need to check out this list by Local Samosa.

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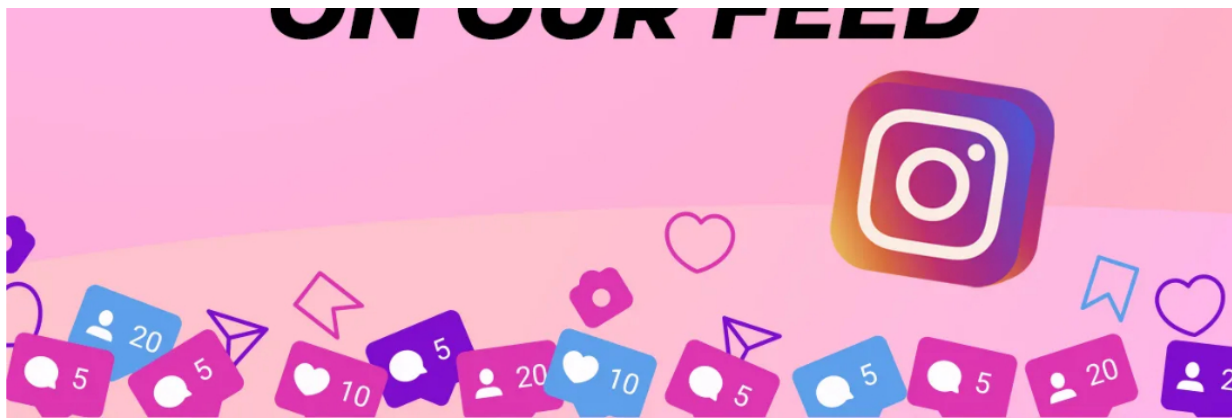
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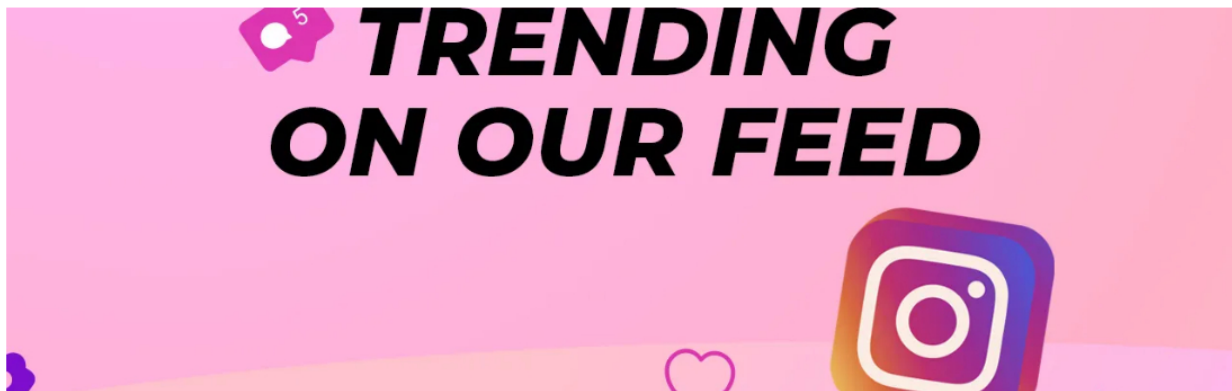


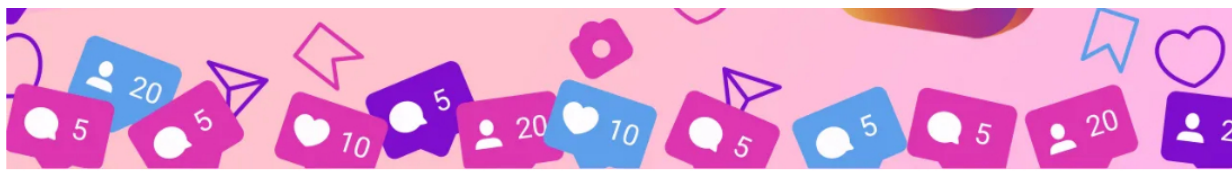
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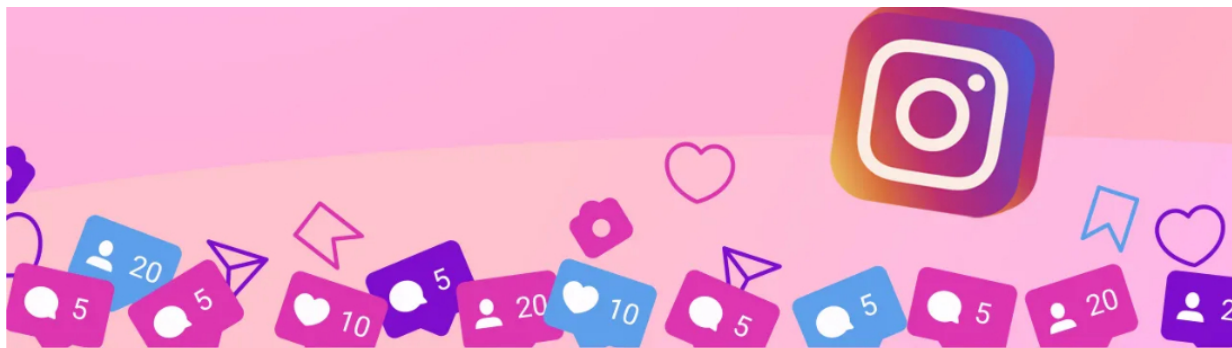
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businesses more accessible, all while giving them more visibility and a new advertising option. If you're looking to know all about them at one place, then you need to check out this list by Local Samosa.

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