

PANTALOONS LAUNCHES FASHION FRIDAY AT ITS NEW LOOK STORE HIGH STREET PHOENIX



Pantaloons Flagship store High Street Phoenix is one of the first stores and the jewel in the Pantaloons crown. The store just got a complete makeover and epitomizes the new Pantaloons –exclusive brands that define your fashion, a new design ethos, new brands that pamper your choice, innovative silhouettes that redefine your wardrobe all at a value that is a sheer delight.

Pantaloons launched Fashion Friday a day when fashion meets fun- Games, fashion tips and offers. The launch of Fashion Friday saw a spectacular fashion show showcasing Pantaloons Spring Summer 14 Collection - a collection conceptualized and created by Pantaloons Design Studio along with leading in-house designers of the country.

The plush ambiance, vibrant visual merchandising and contemporary fixtures reflects Pantaloons promise of making one fall in love with fashion, Spreading across 50,000 sq ft, and three floors the store has something new for everyone. The new store houses over 100 prestigious brands including Pantaloons most successful in-house brands - Rangmanch, Trishaa, Akkriti, Ajile, Lombard, RIG, Bare, Annabelle, Honey and Chalk. Also present are India's loved brands – Louis Philippe, Van Heusen, Allen Solly and Peter England.

Commenting on the occasion Mr. Shital Mehta, CEO, Pantaloons Fashion & Retail Ltd. said, "It gives me immense pleasure to launch Fashion Friday at our new revamped store at High Street Phoenix. The essence of this consumer engaging initiative is in keeping with our guiding mantra –In love with fashion. This addresses the young and peppy consumers of Pantaloons who believe in making most of the weekend even before it begins."