

## Pantaloons redefines fashion with a new campaign

~ Reaffirms its promise of bringing the latest in fashion on the occasion of completing 15 glorious years ~

**Mumbai, 6<sup>th</sup> November 2012:** Pantaloons, the leading fashion retailer of the country, known for redefining fashion and offering unique services continues its splendid journey of bringing the latest in fashion with the launch of a new campaign – ***In Love with Fashion***. Pantaloons is a brand that takes pride in knowing fashion and staying updated on the latest trends, fabrics, designs.

***In Love with Fashion*** is not merely an advertising punch line; it is the new brand mantra. The campaign is youthful, vibrant and exciting and captures the true spirit of the brand and the consumer. It mirrors the aspirations of the youth of today who are free spirited and believe in expressing themselves even in the way they dress. For them, dressing up is not a chore; they want to be well turned out whenever they step out. ***In love with fashion*** echoes this consumer sentiment. Speaking about the new campaign, Madhumita Dutta, Chief Marketing - Pantaloons, said, “***In love with fashion*** is an expression of the passion we as a brand have for bringing the best and the latest to the consumer. We are positive that it will appeal to the youth who enjoy a fashionable lifestyle and always want to make a statement with what they wear.”

The recent campaign is launched with the new season’s collection that celebrates style with its vibrant colors and chic styling. With a plethora of options to choose from, the collection, promises to make sure you’re aptly dressed for every do. The ethnic collection is inspired by our rich Indian heritage and culture; it exudes old world charm with a modern expression. With a burst of colours and gold thread and print work, it reflects the vibrancy of the festive fervor. The westernwear collection for men, women and kids is chic and contemporary. With varied cuts and silhouettes, the ensembles are versatile and apt for the season. The winterwear collection is a mix of chunky knits and myriad layered looks.

The new marketing mantra will ensure a 360 degree approach with the aim to get Indians to fall in love with fashion all over again. The stores will come alive with the new branding visual, messages and announcements. Pantaloons will also host on-ground activities and events in multiple cities to bring ***In love with fashion*** alive.

Offering trendsetting fashion year after year, Pantaloons is today known for changing the way Indians shop. Right from the launch of its first store, Pantaloons has had a sharp focus on the youth, their trends and aspirations. It has kept up with the evolving shopping mindset of the consumer, for whom apparel is a means of self expression. With this in mind the brand constantly offers hip and trendy clothing that clicks with the target customers. A decade and a half later with 66 stores spread over the entire nation, standing firm on its promise to its loyal customers, Pantaloons decided to reinvent the brand in an endeavor to redefine the hopes and aspirations of customers and to get them to fall ***In love with fashion*** all over again.

### **About Pantaloons**

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 66 stores across India including both metros and smaller towns. Pantaloons 'Fresh Fashion' with its focus on 'fresh look, feel and attitude', offers trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons 'Fresh Fashion' stands out as a segment trendsetter, in step with global fashion trends. This destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience at affordable prices. Pantaloons stores have presence in cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Durgapur, Howrah, Chennai, Bangalore, Pune, Bhopal, Aurangabad, Ahmedabad, Allahabad, Hyderabad, Lucknow, Kanpur, Indore, Coimbatore, Mangalore, Bhubaneshwar, Siliguri, Guwahati, Rajkot, Zirakpur, Ghaziabad, Nagpur, Vadodara, Surat, Nashik, Vizag, Ludhiana, Barielly, Bilaspur, Patna and Ranchi.

For details, visit [www.pantaloonretail.in](http://www.pantaloonretail.in) and [www.futuregroup.in](http://www.futuregroup.in).