

Beat the Heat in style this Summer ~ Pantaloons launches its Spring Summer Collection~

April 2011: The sweltering heat, the long days, sunstrokes, dehydration and everything you hate about summer is back with a vengeance. But fret not!! Bring out the sun block, sip on loads of liquids and most importantly, gear up to beat the heat in the best of Summer Fashion as Pantaloons, India's leading fashion retailer, a part of the Future Group introduces its Spring Summer Collection. This exclusive new collection by Pantaloons' private labels like **UMM Women, Agile, Akkriti, Trishaa, Bare Denims and Rig** boasts of a wide array of comfortable and chic clothing in western as well as ethnic wear for both men and women. Be it at work, party, wedding or gym, the Spring Summer Collection by Pantaloons will ensure that you step out in style and keep the heat at bay.

Influenced from disco music with a hi street grunge denim collection playing around anti fits and wear and tear effects with vintage washes and trendy silhouettes, **UMM Women** through its dual themed collection, aptly named **Savvy Do's** and **Savvy Night** promises to be every uber chic youngster's dream possession this season with its vast collection of *yarn dyed, linen, knit & denim shorts, tank tops, racer back tees, viscose graphic & cotton slub tees, lycra pants and party dresses*. That's not all **UMM Women** also introduces *the skinny and super skinny fits in denim*, available for Rs. 1199 & Rs. 1399 only.

Agile, the sports lifestyle private brand of Pantaloons has a lot in store for the 'fit' & 'fashion conscious' youth this season. Fitness enthusiasts can take their pick from a host of comfortable yet trendy apparel like *butterfly sleeve tops, polo neck tees, striper tees, sleeveless and half sleeved jackets, rib and cotton tees, fashion vests in polyester, fashion polos in cotton, shorts and track pants* with fits to suit every body type.

This summer you can go the desi way with élan as Pantaloons has launched a special line of ethnic wear which is easy, breezy and light. **Akkriti** with its wide range of *light coloured knit tunics, short printed crushed tops with coordinated fun pants, rogan printed harems and western silhouettes with a touch of Indian style* will surely encourage you to experiment with your look. That's not all; **Trishaa** another popular private label for ethnic wear at Pantaloons has introduced nine brand new styles in its corporate range in Dabu fabric which is hand printed using vegetable dyes. *Long flowy silhouettes with kalis and printed dupattas, crushed silhouettes with heavy embroidery, contrast bottom and heavy dupattas* are some

of the many unique combinations that are part of the four themes: ***Indian Summer, Desi Meets West, Spring Leaf and Pastel Dreams*** that **Trishaa** has launched. Nothing can now stop you from making your own style statement!

This trend setting collection has a lot in store for men too. **Bare Denims** with its nautical theme has come up with a new line of products that reflect current trends and offer relaxed and cool designs with super fits. Marine Greens, Cool Blues and Tropical greens dominate the colour palette of this range which has introduced new techniques of printing. **Rig's** new collection for men revolves around three stories: ***Adventure, Conflux and Escape*** and is ideal for all those with an adventurous streak. The detailing in the garments like ipod pockets raises the utility value of this range and the Indianational look (mix of indianess and international trends) promises to be a hit among the young and the restless.

So what are you waiting for, Head to the Pantaloons store near you and get set to dazzle this summer.
