

Glitter & Shine with Pantaloons this New Year ~As it introduces an exclusive Party Collection~

December 2010: It's that time of the year when everyone is planning their biggest bash for the season and to solve the styling woes, Pantaloons, India's leading fashion retailer, a part of Future Group has launched an all new chic and contemporary party collection. This exceptional collection by Pantaloons boasts of trend-setting dresses and party tops that promises to leave every woman flattered. Men can take their pick from a vast collection of stylish shirts, well cut trousers and hip jackets. You can now ring in the New Year festivities with élan by looking your stunning self without digging a hole in your pocket. Who says being fashionable is an *expensive* task??? That's not all, if you are confused about what to buy and what would accentuate your look, the fashion assistants at the store would merrily play your stylist.

Add a classy touch to your night out with Pantaloons' elaborate collection of dresses and party tops which are available in varied styles and fabrics. From *brooch dresses in imported fabric, knitted dresses with satin yoke and embellished necklines to red off-shoulder viscose tops, red pleated knit long tops, viscose long tops with butterfly sleeves & embellished neckline and drape tops in imported fabric*, this new collection has it all.

What's more this range has something special for the men too. In addition to the *classic club wear*, men can look their suave best in Pantaloons' new party wear shirts and trousers. Simple yet eye catching well defines this range for men.

Lurex stripes, intricate pocket detailing and a dash of shimmer gives the basic trousers the festive twist. *Stylized check shirts with half concealed black placket, double collared and striped shirts, dobby shirts with contrast fabric inner cuffs and collars, top - stylized check shirt with half concealed black placket* are some of the many options in shirts that will enhance any man's personality. You can also look the part, simply by sliding the *well fitted jackets which have a sprinkle of sheen*.

Available in hues of purple, red and the classic black, this party collection with its emphasis on embellishments and embroideries and a dash of glitter and sheen promises to make heads turn.

So, what are you waiting for, grab the all new party collection at Pantaloons and get ready to paint the town red.

About Pantaloons

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 51 stores present across 27 major cities including both metros and smaller towns. Pantaloons 'Great Fashion, Great Value' 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 'Great Fashion' stands out as a segment trendsetter, in step with global fashion trends. This 'great fashion, great value' 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, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.