

Pantaloons Embarks On Its 'Next Gen' Journey in Chennai

~ Launches its first high end Concept store~

Chennai, April 8, 2011: Pantaloons, India's leading fashion retailer, a part of Future Group, today inaugurated its first new concept store in Chennai at Chandra Metro Mall at Arcot Road. This marks the entry of the Pantaloons store with a new 'avatar' that gives it high end concept feel with colourful and bright interiors. This is the third store to be launched in the city.

Spread over three levels in an area of 27,930 sq. ft, this store has been uniquely designed to create an international shopping experience for customers. The aesthetic, creative and prestigious ambience gives its patrons a chance to interact with the merchandise through touch and feel.

The interior walls are made up of dark wood and tiles giving it a contemporary look. The lighting plays an important role in the showroom, climatically increasing its beauty with strategic accented highlights while the colour scheme used in the store is bright. The floor has been done in modern Italian tiles to provide just the right amount of sheen to the store. Display of merchandise has been spaced out uniformly giving its customers room to walk around at their leisure and enjoy their shopping experience.

On this occasion, **Pankaj Tibrewal, Chief Operating Officer, Pantaloons** said, *"This is our third store that we have launched in Chennai. It only makes us believe that we have successfully delivered on Pantaloons promise of providing fresh fashion with our extensive array of private and internationally acclaimed brands. We are confident that even with this launch we will continue living upto our customers demands. We are optimistic that the new look of the store will appeal to all our customers and add to their leisurely shopping experience."*

The store offers comprehensive lifestyle experience with the best and trendy fashion merchandise. Pantaloons features ready to wear collections for men, women and kids, a full range of men's and women's accessories which would include a selection of ladies bags, belts, watches, sunglasses apart from cosmetics and perfumes.

Pantaloons stores apparels that appeal to every individual and that are apt for different occasions. In western wear the brands for Men include *John Miller, Lombard, Urbana, Scullers, Indigo Nation, RIG, UMM, BARE Denim, BARE Leisure, and JM Sport*. Women can take their pick from *Annabelle, Honey, RIG, UMM, Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids*. In Ethnic wear customers can opt for in-house

brands like Rangmanch, Trisha and Akkritti along with trying hands on brands like Biba, W etc.

Apart from apparels, customers can shop for watches from brands like *Tommy Hilfiger, Citizen, Titan, Fastrack, Timex, Esprit, Kenneth Cole and more*. The customers can also buy trendy sunglasses from popular brands like *Allen Solly, Polaroid, I Dee, Scott, Guess, Police and many more*. Ladies handbags brands like *Lino Perros, Richborn & 'Baggit'* and Colour cosmetics and perfumes will respectively be the added attractions to the accessory and beauty segments of the store. The store also has section dedicated to home fashion.

With a host of exclusive offerings coupled with exceptional customer service and an inviting atmosphere, Pantaloons promises to be the heaven for all shopaholics in Chennai.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd, is among India's largest chains of fashion stores with 54 stores present across 28 major cities 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, Chennai, Bangalore, Pune, Bhopal, Aurangabad, Ahmedabad, Hyderabad, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.

For details, visit www.pantaloonsretail.in and www.futuregroup.in.