

Central launches its exclusive festive collection

24thOctober 2018: India's favourite fashion department store CENTRAL, has launched its exclusive festive collection. Designed for the urban men, woman & kids the collection combines class, elegance and grandeur to give you the perfect festive outfit.

The festivals are the perfect time to dress to the nines and show off your unique fashion sense. Central's Festive Collection is developed keeping in mind the tastes & sensibilities of modern India.

The festive collection features latest in fashion from over 500 brands. The premium highlight of festive looks can be defined as follows:

Glamorous In Gold: Festive wear in gold – a trend that's taking the nation by storm. Be it dull gold embroidery, golden sequins, rose gold accents or bright yellow gold satin, this is a colour that works wonders for the Indian skin stone and one you can never go wrong with.

Romance of the Reds: Nothing says 'festive' like bright and classy red. That's why this elegant colour is taking ethnic fashion by storm, making it the perfect choice for the festive season. From lehengas to kurtis, shararas and anarkalis – there is no style this colour can't spruce up.

Magic of Magenta: With the perfect combination of modern, edgy, royal and traditional fashion in rich textures, every outfit is designed to make you look refined and graceful. Add a touch of magic and magnificence to your ethnic look and step up your style game during the celebrations.

Bold, Black and Beautiful: There's one classic combination you can never go wrong with – black and gold. Explore a multitude of lehengas, kurta sets, patialas, anarkalis and more in metallic tones with striking borders and add a touch of oomph to your festive look.

Ethnic Grandeur: Explore the range of kurta sets, shararas, patialas and more, in every colour, fabric and print imaginable. So, whether you are celebrating at home or partying with friends, these grand outfits are sure to glam up the festivities.

With such a huge range of styles and trends, the Festive Collection is your one-stop for shopping this season. There is nowhere else you need to go for your festive fashion needs.

Vishnu Prasad – Chief Executive Officer (CEO), Future Lifestyle Fashions, says "The new Festive Collection has been designed to include the best of fashion trends and styles. We have launched the new collection especially for the festive season. Hence, the colours and styles are also very festive and trendy".

Fashion lovers can buy the new collection from Central stores present across the country.

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Kolkata, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Guwahati, Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 44 Central stores present in 25 cities operating over 3 million squarefeet of retail space across India.