



## Aurangabad Gets Its First 'Next Gen' Pantaloon's Store

*Pantaloon's to become the new fashion destination in Aurangabad  
Spread across 18,000 sq. ft. with High End Concept Feel*

**Aurangabad, December 30, 2010:** Pantaloon's, India's leading fashion retailer, a part of Future Group, today inaugurated its store in Aurangabad at Prozone Mall, MIDC. This is the first store to be launched in Aurangabad and fifteenth in state of Maharashtra.

Recently declared as 'Tourism Capital of Maharashtra', Aurangabad is home to prominent colleges and institutes with a large youth population. With the opening of this store, Pantaloon's gives all its residents great attractive shopping options. Spread over an area of 18,000 sq.ft. the 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 display of merchandise has been spaced out uniformly giving its customers room to walk around at their leisure enjoying the store experience.

The store offers comprehensive lifestyle experience with the best and trendy fashion merchandise. The store 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.

In western wear the brands for Mens include John Miller, Lombard, Urbana, Scullers, Indigo Nation RIG, UMM, BARE Denim, BARE Leisure, and JM Sport. For Women it has Annabelle, Honey, RIG, UMM, Ajile and Chalk, BARE, RIG & Lee Cooper Junior for Kids. In Ethnic wear customers can go 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.

On this occasion, **Pankaj Tibrewal, Chief Operating Officer, Pantaloon's** said, "Aurangabad over a period of time has undergone a transition phase and has become an important fashion hub making us open our first store in the city. We understand the aspirations of the people

here and want to give 'great fashion, great value' to everyone in the city. We are confident that people here in Aurangabad will relate to Pantaloons brand and give us a warm welcome."

#### **About Pantaloons**

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 52 stores present across 28 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, Bhubaneshwar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik, Bhopal and Aurangabad.

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