

Press Release

**Kick in the football frenzy with exciting Kappa Soccer Mania
merchandise at Lifestyle**

~ Shop for Rs 2500/- & get a Limited Edition Football by Kappa ~

National, June 12, 2014:

Football fever has gripped the world, so can fashion be far behind? Lifestyle International Pvt Ltd synonymous with fashion and gracious living, has launched Kappa football inspired collection this season. Vibrant designs, vivid colours and graphic prints of the collection perfectly capture euphoria, zeal and excitement witnessed in the stadium atmosphere. Cheering gets chic as soccer inspired apparel is all set to rule the fashion circuit. Now support your favourite team by sporting their colours with this exclusive collection. Spain, Germany, England, Argentina, Brazil or Italy – whichever the team, Lifestyle has the perfect seam!



Show your love for the game by donning trendy round-neck or polo styled t-shirts. Flexible and breathable fabrics woven to up comfort and sport the perfect fanatic look, best describe the range. Prices starting from Rs 599/-.



Giving fans an enjoyable and rewarding shopping experience, Kappa has launched an exciting offer for football buffs. On purchase of Kappa merchandise worth Rs. 2500/-, shoppers will get a Limited Edition Kappa football for free. The soccer mania has just begun!

Lifestyle International (P) Ltd:

Lifestyle International (P) Ltd. opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the multi-billion dollar Dubai based retail and hospitality conglomerate Landmark Group. Positioned as a trendy, youthful and vibrant store, Lifestyle offers consumers an enjoyable shopping experience. Each Lifestyle store brings together five concepts under one roof – Apparel, Footwear, Children's Wear, Home ware & furnishings and Skincare & Beauty; offering a convenient one-stop shop and a choice of over 500 national & international brands.