

## Press Release

### Lifestyle Launches #StylePlay SS'14 collection

~ A vibrant, smart and summer perfect range of apparel, accessories and footwear ~

**Bangalore, April 25, 2014:**

Lifestyle International Pvt. Ltd, India's leading shopping destination synonymous with fashion and gracious living, has unveiled its latest Spring Summer collection. Imbued with summery & carefree vibe, the collection is a reflection of Lifestyle's cool youth centric campaign aptly named #StylePlay which showcases some of the biggest fashion trends of this season from across the globe. The collection is versatile and designed in mind keeping the young generation's penchant to experiment with their looks expressing 'Individualism' and 'Affinity to social media'. Shoppers will find ready-to-wear collection embracing the hottest new trends from across the globe. The collection consists of cotton, linen, georgette, lace and sheer fabrics with nautical, floral and Aztec prints in vibrant and colourful hues as they add oomph to the wardrobe while helping to beat the summer heat.

#### Collection highlights

#### WOMENSWEAR

##### Western Collection:

*Summer perfect Nautical Chic* line is reminiscent of beach vacation feel and finds its way onto a vivid collection of cool cottons and linens in nautical shades of red, indigo, navy and white. Adding to the carefree and explorative spirit of the season are Comfort fit denims, dresses and tops with stripes and conversational prints. Lifestyle's private label brand **Ginger's** new collection epitomizes this exciting look. On the other hand, **Code's** *Bohemian Rhapsody* themed collection brings out the hippie in you; this array exemplifies comfort chic through vibrant Aztec prints in cropped or layered silhouettes and loose, flowy cut in wide leg trousers and palazzo pants. Digitized floral prints, peppy wide leg trousers and palazzos in bright colours, embroidery reminisce the carnival festivities of summer outdoors.

**Ginger** also offers a fresh new feminine line *Summer Romance* that redefines tender grace through pretty palette of lilac, aqua pastels, neon-ish peach and bright coral on sheer fabrics such as georgette, lace and poly crepe. An effusion of glitter through fabric coating, shiny sequins, zari embroidery and lace detailing in delicate colours of gold, silver and white creates a dazzling romantic look for an evening out with the girls or a coy date night. Whereas the *Indigo Rush beats*, as the name suggests is a chic repertoire ruled by calming shades of blue. Fuss free casual, Aztec detailing and feminine lace accentuate the fundamentals - denim, linen and cotton. Smeared in comfort, the line comprises of fashion forward quintessentials.

##### Ethnic Collection:

Designed for the modern woman of today, **Melange by Lifestyle** offers an eclectic collection that blends in the contemporary with traditional sensibilities, offering ensembles that are perfect for every occasion. This Spring Summer Moroccan and Aztec prints in eye catching summer-perfect hues find their way onto palazzos, straight pants and layered kurtas making them chic and

contemporary in appeal. For special occasions Melange offers a limited edition line which embraces Indian & Mughal inspirations merging traditional prints and rich fabrics with elaborate surface ornamentation using lace, beads, mirrors and antique trims.

## **Menswear:**

### **Casual Wear collection**

*Back to the Basics* themed line for Men by **Fame Forever**, is inspired by indulgent weekend getaways and resonates with the evergreen love for basics. Garment dyed jerseys, crisp oxfords, twill, chambray, colourful shorts, caps and basic washed chinos exude ease and sophistication.

Predominated by vivid denim styles and washes, **Forca's** exciting *Bohemian Hippie* line transcends the typical Bohemian laid back and effortless life. Delightfully bright colours, printed and washed detailing, bleached out fabrics and crushed textures extend the boho feel enhance the collection. Hues of pale orchids, intense oceanic, clear sky, dewy mints and frothy vanilla dominate the colour palette. '*Sand in my shoes*' collection will take over in latter half of the season with serene colours like classic white, maritime blue, navy and ultramarine green in V-neck tees, tie and die and breezy deck shirt.

*Vintage Outdoors* collection by **UCLA** is influenced by vintage imagery and archived photography and reminisces classic collegiate sportswear. Large sized football tees, mesh basketball vests, jerseys, varsity jacket in fleece varsity, a woven twill and a hi-shine stadium jacket are form the product focus in this section.

### **Formal Wear**

A repertoire of smart and sophisticated business wear, the formal line by Lifestyle's private label **Code** includes soft and smooth fabrics escalating the comfort of everyday work wear. A thoughtfully crafted colour palate blends classic whites, navy blues and blacks with shades of the seas, giving the modern age man a nautical hint. Crisp shirts, blazers and wrinkle free trousers add a dash of confidence to the array making it edgy and elegant.

### **Kids Wear**

Inspired by global trends the kids line has been designed to enhance the style statements of the little prince and princesses. Summer dresses, skirts, shorts and tops in chic asymmetric cuts, pleated silhouettes in plush hues of lime, peach and pinks dominate the collection which also has a cute range in bright prints with tropical, cemo, floral, checkered and animal themes.

A range of sporty and nautical t-shirts, shirts and shorts in comfort ridden fabrics cotton, linen and denim, give a uber cool look to the young fashion stars. Tropical prints, checks graphic and digitized captions are other highlights of the collection. The colour palette include summer perfect hues of navy, green, white and mustard.

### **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.