

## **Sashay in a kaleidoscope of ‘Ethnic Chic’ with Deepika Padukone**

***Win a chance to walk the ramp with Piku and reveal Melange by Lifestyle’s Piku inspired collection***

**National, April 15, 2015:** Admire the melange of contemporary elegance and traditional exuberance that Deepika Padukone embodies in her style? Going gaga over the effortless panache in her look for the eagerly awaited blockbuster Piku? **Melange by Lifestyle** is excited to make your biggest dream come true – an opportunity of a lifetime to not just meet the shining star herself, but also to re-create her fabulous looks in Piku!

Melange by Lifestyle presents an exquisite line of ethnic fusion wear - ‘**Piku Melange Look**’, which reflects Deepika’s carefree, modern meets ethnic styling in the movie. The uber-stylish Deepika Padukone will be unveiling the Melange for Piku collection amidst a style packed gathering in Mumbai on Tuesday, April 28. Any guesses on who the paparazzi will be chasing? YOU! Get ready to own the spotlight with this opportunity of a lifetime to win yourself a complete Piku makeover with Melange. Step into Piku’s shoes to reinvent yourself with a wardrobe, makeup and hair makeover from professional stylists! That’s not all – you get to ramp up your fashion quotient on the runway as the official style diva of Melange for Piku. Deepika Padukone will join in the style parade and crown her favourite diva as the ‘Melange Piku Queen’!

How do you make it to limelight? Log on to [www.lifestylestores.com/pikumelangelook](http://www.lifestylestores.com/pikumelangelook) and upload your #PikuMelangeLook to get one step closer to living your starry dream. What are you waiting for? Your Piku moment awaits!

### **About Piku Melange Collection:**

Piku Melange collection comprises endearing kurtas in summery fabrics that are embellished with intricate Indian motifs, colour blocking and minimal ornamentation. Paired with straight pants, palazzos decorated with Schiffli lace and printed scarves, Melange for Piku spells the subtle elegance of a modern woman firmly rooted in tradition. The collection will be available across Lifestyle and Melange by Lifestyle stores April 11<sup>th</sup> onwards.

### **About Piku:**

‘Piku’ is a roller coaster ride of a crazy father-daughter relationship essayed by Amitabh Bachchan and Deepika Padukone with Irrfan Khan top lining the cast, in a pivotal author backed role. ‘Piku’ also marks coming together of Shoojit Sircar, Ronnie Lahiri and Juhi Chaturvedi, the team behind Vicky Donor. Produced by MSM Motion Pictures (a division of Sony Entertainment Network), Saraswati Entertainment and Rising Sun Films, distributed worldwide by YRF, ‘Piku’ will release worldwide on May 8, 2015.



You can watch the trailer of Piku :<http://t.co/6zw7Tq2k2x>

**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 the latest in fashion and lifestyle in an enjoyable shopping experience. Each Lifestyle brings together multiple concepts under one roof – Apparel, Footwear, Children’s Wear, Beauty & Accessories offering a convenient one-stop and a choice of leading national & international brands. For further details, please visit [www.lifestylestores.com](http://www.lifestylestores.com)