

PRESS RELEASE

Anushka Sharma signed on as Brand Ambassador for ‘Code by Lifestyle’

National, April 06, 2015:

Lifestyle, India’s leading fashion destination, has signed up Bollywood superstar Anushka Sharma as the Brand Ambassador for its womenswear brand - ‘Code by Lifestyle’. A stellar combination of inspirational success, charismatic persona and flawless sense of style, Anushka Sharma perfectly embodies the spirit of the woman of today. With this association, Code by Lifestyle intends to further strengthen its positioning as leading Women’s western wear brand for the elegant, urban woman who is proud of her distinct style and passionate about whatever she does.

A contemporary fashion label that offers chic fashion for the stylish and confident woman of today, Code by Lifestyle offers collections that are created embracing latest global trends and silhouettes. The Brand’s new campaign – ‘Anushka Sharma for Code by Lifestyle’ captures the brand’s fresh and vibrant Spring Summer collection featuring Anushka. The campaign has been creatively crafted to represent the multi-hued facets of the woman of today – elegance, glamour, confidence, panache while using fashion as a reflection of her individuality. Featuring Anushka in different stylish avatars, the campaign aims to emphasize the brand’s key philosophy ‘Create your Code’ and will be rolled out later in April across all key media and publications.

Commenting about the association, **Mr. Kabir Lumba, Managing Director, Lifestyle International Pvt. Ltd.** said, “Code by Lifestyle has grown at a phenomenal pace and has emerged as a favoured fashion brand for independent, stylish and contemporary women. Anushka flawlessly epitomises the Code Woman with her confident persona and evolved sense of style. We are excited to have her on board as our brand ambassador.”

Anushka Sharma added, “Code by Lifestyle understands the style aspirations of urban Indian women well. I have a personal sense of style which is comfortable and trendy and I feel the philosophy of the brand is similar”.

Code by Lifestyle comprises of trendy ensembles designed as wardrobe essentials for a woman’s various moods, ranging from romantic to Bohemian to adventurous. Catering to the fashion forward urban female in the 25-30 years age group, the Spring Summer collection of Code by Lifestyle highlights ruling trends of denims, colour blocking and delicate lace detailing in its latest range.



Denims have been embellished with laser cuts and pearl highlighting to create an outdoor savvy yet sophisticated look. Day wear has tapered tailoring and delicate floral infusions to effortlessly translate into evening wear. Generous splashes of fresh summer prints in lacy pastel fabrics ensure that the evergreen romantic floral have a special spot in the wardrobe. Glamorous full length dresses with intricate detailing are also a key highlight of this range.

The collection is now available across all Lifestyle stores and is priced between Rs 899/- and Rs 4,599/-.

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