

Lifestyle paints the Autumn Winter Fashion Canvas with its latest collection

Insta capture the season's hottest trends with Lifestyle's Instagram-inspired collection

National, September 2015:

Lifestyle, India's leading fashion destination, has unveiled its stylish Autumn Winter 2015 collection. The fashion forward range comprises latest seasonal trends, striking patterns and glamorous silhouettes that are set to give your wardrobe a style makeover!

With fashion at its heart, the latest range brings forth new and classic shapes that are encased in crisp hues & designs, exuding a refreshing feel making this offering trendy, easy to wear and style. The collection exemplifies instantly sharable fashion, which inspires fashion aficionados to create and share their unique style.

Ladies have myriad choices ranging across globally inspired to fusion embraced lines that showcase trends such as Dark Florals, Monochromes, Ikat and Aztec prints that find their way onto apparel and accessories while men can take their pick from edgy denims, Suave monochromes, fleece jackets and more. Designed to make temperatures soar even in the winters, Lifestyle's chic collection is a trendsetter for the season.

Collection highlights:

WOMENSWEAR

Womenwear collection at Lifestyle embraces the key trends of the season such as Military Chic, Monochromes, Ikat, Aztec and Denims across popular brands like **Code by Lifestyle, Ginger, Fame Forever, Bossini, ginger** and more:

Western Collection:

The fashion march this season is also dotted with shades of olive and rust with the **Military Chic** range. Uniform details, strong shoulders, and warm colour palettes encompass this utilitarian aesthetic. To balance out the sharpness associated with this particular style, one can mix elements of spunk into otherwise feminine ensembles; for instance, pair up chunky military boots with a soft, playful skirt or flowy dress.

The **Monochrome Magic** collection redefines classic white and black ensembles with elegance. A play of pattern, silhouettes and design give a fresh boost to the staple black & white patterns making it chic and fun.

Aztec makes a strong appearance this season across the collection. The striking print has been reproduced in a variety of designs and silhouettes while preserving the true essence of its heritage.

Denim makes a bold entry into the season with the different treatment on fabric to classic basics look featuring as a key theme in the collection. Whether as a studded jacket paired with ombre jeans for a casual chic look or as a layering must have in the form of jackets and shirts over feminine dresses, denims are here to stay!

Ethnic Collection:

Crafted exquisitely for the progressive yet traditionally rooted Indian woman, **Melange by Lifestyle** personifies independence, confidence and beauty in each of its designs. With the traditional *Ikat* print as a key trend, the collection merges contemporary silhouettes with ethnic sensibilities to make it truly unique. The collection also comprises rich, sparkly and vibrant kurtas that can be paired with stylish palazzo pants, short jackets and printed leggings to show off your festive best.

MENSWEAR

Men have the option to choose from popular brand at Lifestyle like **Code by Lifestyle, Fame Forever, Bossini, Forca and more** that combine form and trends to create fashionable pieces that are versatile and easy to wear:

Casual wear

Playful, fun and sporty are the fashion inspiration in casual menswear this season! With jogger pants, polo tees and sleek jackets ruling your wardrobe, carrying off a look of effortless panache will never be as easy. The calming hues of **Indigo** and deep Blue, trending on the runways, find a vital spot in Lifestyle's casual wear collection. **Jersey knits** in soothing greys, blues and blacks or vibrant corals and greens are quintessential elements to spruce up your look on a cool evening. Complete your ensemble with all weather boots to rock your casual-cool look!

Formal Wear

Turn up your suave quotient with Lifestyle's sharp catalogue of smart suits, shirts and accessories. Dressing for that important business meeting or that special date night, you will not fail to nail the classic formal look with this collection. **Geometrical print shirts** peeking through well cut suits are trending as the foolproof way to showcase your fun personality while retaining the formality of the occasion. **Neutral jackets** in black, khakhi and grey are wardrobe essentials to anchor bright coloured shirts for a dapper yet muted look.

KIDSWEAR

Lifestyle is a one stop destination to envelop your little ones in oodles of cuteness! With **Light layering** as a key trend, play time gets all the more exciting by layering bright prints with soft pastels. Graphic tees or dresses paired with printed leggings showcase your child's playful nature without compromising on comfort. **Floral printed** skirts paired with contrasting sweater vests or knitted jerseys with denims are versatile and can be mixed and matched.

Winter jackets and embellished cardigans are this season's staple & are perfect for light layering to keep your munchkin warm and toasty for the season!

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 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.