

Press Release

Lifestyle launches its first store in Trichy

30,000 square feet of exciting shopping experience now at Rams Maris, Lawsons Road

Trichy, September 11, 2015:

Lifestyle, India's leading fashion destination has launched its first store in Trichy at Rams Maris, Lawsons Road, Cantonment. The store is spread across an area of 30,000 sq ft. and offers customers the trendiest in fashion and beauty.

Renowned for its widespread brand collection, trendy product portfolio, youthful and vibrant store ambience; Lifestyle provides its customers a seamless shopping experience. Bringing under one roof – Apparel, Footwear & Bags, Children's wear, and Beauty & Accessories, Lifestyle is the absolute one stop fashion destination. Customers can choose from hundreds of leading national and international brands including Louis Philippe, Van Heusen, Arrow, Code, US Polo, UCB, Allen Solly, Levis, Kappa, Ginger, Bossini, UCLA, Biba, Melange, Juniors, Baggit, Red Tape, Catwalk and many more.

Customer friendly layouts, chic and comfortable ambience and attractive window & merchandise display are highlights of the new store. Convenient signage and navigation, attractive colour schemes, flooring and fixtures distinct to each category escalate the convenience and ensure a delightful shopping experience.

Commenting on the occasion, **Mr. Kabir Lumba, Managing Director, Lifestyle International (P) Ltd.** said, "Lifestyle stores are renowned for their trendy collections and vibrant store ambience. The Lifestyle store in Trichy is our 45th store in India and we are excited to bring to the shoppers of this city, our fashionable offering and truly international shopping experience right in their vicinity. With a steadily increasing number of fashion enthusiasts in Trichy, we see great potential in this market."

Part of the prestigious Dubai based Retail to hospitality conglomerate, Landmark Group, Lifestyle Stores are present across leading Indian cities including Ahmedabad, Bangalore, Jammu, Mangalore, Jalandhar, Kanpur, Chennai, New Delhi, Noida, Gurgaon, Hyderabad, Jaipur, Mumbai, Thane, Pune, Coimbatore, Ludhiana, Ghaziabad, Surat, Nagpur, Vijaywada, Bhopal, Chandigarh, Amritsar, Dehradun, Kolkata, Mohali, Calicut and now in Trichy.

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