

Press Release

Lifestyle opens new store in Season's Mall, Magarpatta

Shop for Rs 5000/- and Get Lifestyle Gift Vouchers worth Rs 1200/-*

Pune, October 30th 2015:

Lifestyle, India's leading fashion destination, today inaugurated its new store at Season's Mall, Magarpatta City, Hadapsar. The store is spread across an area of over 36,000 sq ft. and offers customers the latest in fashion and beauty. Adding to the excitement, Lifestyle has also announced the Festive Delight offer where customers shopping for Rs 5000/- & above will get Lifestyle Gift Vouchers worth Rs 1200/- * (Terms & Conditions apply).

Renowned for its widespread collection, trendy product portfolio, youthful and vibrant interiors, Lifestyle provides its customers a seamless shopping experience. Bringing under one roof different products across different categories such as Apparel, Footwear & Bags, Children's wear, and Beauty & Accessories, Lifestyle is the one stop fashion destination. Customers can choose from hundreds of leading national and international brands including **Louis Philippe, Van Heusen, Arrow, Code, Being Human, Jack & Jones, US Polo, UCB, Allen Solly, Levis, Kappa, Bossini, UCLA, Biba, Melange, Juniors, Baggit, Puma, 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 offering fashionable merchandise and hospitable customer service, leading to an enjoyable shopping experience. With our new store in Magarpatta, we hope to delight our customers with the opportunity to shop at their favourite store closer to home. We see great potential in this market and are truly excited to launch our store here."

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, Thrissur and Kalyan.



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