

## PRESS RELEASE

### **Melange by Lifestyle announces Kangana Ranaut as the new Brand Ambassador for the brand**

**Mumbai, March 22, 2016:**

Lifestyle International Pvt. Ltd has announced that they have signed on the talented Bollywood superstar **Kangana Ranaut** as the brand ambassador for their contemporary ethnicwear brand – **Melange by Lifestyle**. Kangana is scorching in the latest 'Rethink Ethnic' campaign by the brand that challenges the conventional and is inspired by her fearless, bold and strong individualistic style.

With modern silhouettes, classy cuts and vibrant patterns, Melange by Lifestyle's latest Spring Summer collection redefines ethnic wear and is crafted for the independent woman of today whose sense of style reflects her individuality. With this association, Melange by Lifestyle aims to further enhance its appeal amongst its target audience, most of whom see Kangana as an inspiration with her appealing persona, eclectic fashion choices and stellar achievements.

At a glamorous event, Kangana Ranaut took centre stage along with Kabir Lumba, Managing Director – Lifestyle International Pvt. Ltd to unveil the new collection– "**Kangana Ranaut for Melange by Lifestyle**". The collection takes inspiration from Kangana's strong individuality and interplays the latest season's trends highlighting eclectic designs patterns and global accents while bringing forth the brand's new philosophy – **Rethink Ethnic**. This new brand campaign will be rolled out across outdoors, print, digital and in-store this March.

Commenting on the association, **Mr. Kabir Lumba, Managing Director, Lifestyle International Pvt. Ltd.** said, "Melange by Lifestyle has emerged as a preferred contemporary ethnic wear brand for modern women who have a keen sense of style and dress in a manner that amplify their individuality. Kangana wholly embodies the Melange Woman with her effortless style, fierce personality and independent persona. Her achievements as a versatile actress coupled with her quintessential confidence are inspirational to women across the country, and we are delighted to have her as our brand ambassador."

**Kangana Ranaut** added, "Melange is a brand that gives a contemporary twist to traditional Indian-wear and adds a chic vibe to ethnic looks, much like my free-spirited sense of fashion. The way the brand marries Indian aesthetics with fun, modern nuances makes me rethink ethnic & fall in love with it. Hence, the endorsement."

Melange by Lifestyle consists of vibrant ensembles that redefine contemporary fusion wear and fulfil the fashion needs of independent, urban females in the 20-32 years age group. The latest range has been crafted by fusing ethnic elements with global trends, and offers stylish looks for various occasions. The

casual collection has a Bohemian vibe with a mesmerising interplay of tribal, garden and paisley prints in sheers, maxis, cover ups and flowy silhouettes. Whimsical elements of Indigo palette, tribal textile from Central Asia, vintage Cross-stitch styles and Indigo tie-and-dyes add a dreamy touch to the collection. With edgy shoe-lace tie up detailing, high slits, romantic lace and ruffles, and asymmetric hemlines, the diverse range also offers Arabesque inspired stylish patterns and summery floral designs. Solid tones and monochromes paired with unconventional volume pants or beautifully patterned kimonos and waist coats are a season must have.

Presenting Kangana Ranuat's fans a one-of-a-kind opportunity to sport the look of their favourite star, the collection is now available across all Lifestyle and Melange by Lifestyle stores, and [www.landmarkshops.in](http://www.landmarkshops.in) and is priced between Rs. 899 and Rs. 2999.

#### **Lifestyle International (P) Ltd:**

Lifestyle is India's most preferred fashion destination for latest trends. Part of Dubai based retail to hospitality conglomerate - The Landmark Group, Lifestyle brings multiple concepts including men, women, kid apparel; Footwear, Handbags, fashion accessories and beauty under the convenience of a single roof in each of its store. Stepping into a Lifestyle store, customer can look forward to seamless and hassle free shopping experience even as they browse through hundreds of leading national and international brands. The company is recipient of numerous awards and accolades, including Most admired Fashion Retail Destination of the year at Images Fashion Awards for 5 consecutive years (2015, 2014,2013,2012 & 2011); No1 Retail Employer in India for 2 consecutive year (2014, 2015) and Top 10 Best companies to Work for in India 2015 - Great Places to Work Institute®. For further information, please visit [www.lifestylestores.com](http://www.lifestylestores.com)