

PRESS RELEASE

Farhan Akhtar Unveils Code by Lifestyle's Spring Summer collection

Mumbai, March 30, 2016:

Contemporary menswear brand, Code by Lifestyle, announced extension of its successful association with Bollywood superstar Farhan Akhtar amidst a fashionable gathering today as the multi-talented star and style icon revealed the brand's Spring Summer collection.

Spring Summer range of Code by Lifestyle was showcased in a high octane fashion show, with models sashaying down the ramp in the season's hottest trends. Farhan Akhtar wowed the audience with his dapper Code look as he took the centre stage in his personal favourites from the brand's latest range. The actor's charismatic versatility and sharp dressing personify the quintessential Code Man, and his association with the brand has fortified Code as the preferred formal and casual wear brand for men.

The brand also unveiled its new mnemonic on the occasion. The new mnemonic CODE – two forward looking arrows – signifying – “fast forward” - connotes the very essence of the Code Man – always poised for action, brimming with energy. These are the attributes of the young, sharp, new age fast trackers whom the brand is dedicated to.

Commenting about the association, **Mr. Kabir Lumba, Managing Director, Lifestyle International Pvt. Ltd.** said, “Code by Lifestyle is a brand for the new age men who are fast trackers and always dress sharp. Farhan Akhtar effortlessly embodies Code's values and our association with him has helped strengthen the brand connect with our target audience. We are delighted to have Farhan on board and look forward to another successful association this year.”

Farhan Akhtar added, “I am delighted to be associated with Code by Lifestyle this year again. The brand has an exciting range of fresh and contemporary styles that are trendy and fashionable. “

Code by Lifestyle consists of sophisticated formal wear and vibrant casual ensembles that fulfil the fashion needs of smart, urban male in the 22-35 years age group. The latest collection features an interesting mix of work and play. Rich palette of blues accentuated with blush pink, marigold, mint green & crimson showcase a fresh take on formal wear. Mykonos collection inspired from one of the most glamorous isles of Greece flaunts a relaxed and casual look. Tropicana themes with sunburn red plaids, tropical checks and sun drenched greens provide a refreshing twist. The ensemble brings a new edginess to casual shirts featuring madras plaids, vibrant colors, harbor prints.



Giving Farhan Akhtar's fans yet another opportunity to sport the look of their favourite star, the collection is available across all Lifestyle stores and is priced between Rs 899/- and Rs 4999/-.

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