



## **Kangana Ranaut inaugurates new Lifestyle store at Phoenix Marketcity, Bangalore**

*55<sup>th</sup> Lifestyle Store in the country reveals new store format for the brand*

**Bangalore, September 1, 2016:** Lifestyle, India's leading chain of fashion stores, has unveiled its new format Lifestyle store today at Phoenix Marketcity, Whitefield, Bangalore. Renowned actress and brand ambassador for Melange by Lifestyle, Kangana Ranaut inaugurated the store along with Mr Kabir Lumba, Managing Director, Lifestyle International (P) Ltd.

The new format store is spread across three floors and 45,000 sq. ft. and creates a seamless shopping environment, elegantly framing the trendy and fashionable offering that Lifestyle is renowned for. The design philosophy aims to provide an uninterrupted line-of-sight that allows customers to view the whole offering on the floor in a single glance. Focal points are planned at vantage points to draw customer attention and guide their flow in the store. The store elevates shopping convenience through even better merchandise display, digital screens and trend highlights. Every element in the new format has been curated to make the Lifestyle shopping experience truly world class.

Commenting on the occasion, **Mr. Kabir Lumba, Managing Director, Lifestyle International (P) Ltd.** said, "With an assortment of best of shopping, entertainment and food option, Phoenix Marketcity, Whitefield is a complete shopping destination and we are happy to open our 55<sup>th</sup> store in the country here today. Our new store with its trendy offering, choicest of national & international brands and aesthetics is poised to provide a remarkable shopping experience to our customers."

"I am happy to be here for the launch of this new Lifestyle store here today. This new Lifestyle store is full of trendy pieces that can be styled in multiple ways. With a wide array of fashion to choose from, ranging from contemporary formal or casual wear & accessories to chic ethnicwear, makeup, handbags, shoes and accessories, this store is the ultimate shopping destination."

Part of Dubai based Retail to hospitality conglomerate, Landmark Group, Lifestyle is renowned for offering customers the right blend of national and international brands in a lively and vibrant shopping environment at accessible prices. 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, Vero Moda, Only, Van Heusen, Arrow, Code, US Polo, Allen Solly, Levis, Kappa, Bossini, UCLA, Melange, Juniors, Catwalk** and many more. Lifestyle Stores are present across leading Indian cities including Agra, Ahmedabad, Amritsar, Bangalore, Bhopal, Chandigarh, Chennai, Calicut, Coimbatore, Delhi, Dehradun, Ghaziabad, Gurgaon, Hyderabad, Jaipur, Jalandhar, Jammu, Kanpur, Kalyan, Kolkata, Kochi, Lucknow, Ludhiana, Mangalore, Mohali, Mumbai, Noida, Nagpur, Pune, Surat, Thane, Thrissur, Trichy and Vijaywada and Indore.

### **About Lifestyle:**

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. For further details, please visit [www.lifestylestores.com](http://www.lifestylestores.com)