

Yami Gautam inaugurates new Lifestyle store in Indore

Indore, July 6, 2016: Lifestyle, India's most preferred shopping destination has opened their 1st store in Indore at C21 Mall, A.B. Road today. Bollywood actress, Yami Gautam inaugurated the store along with Mr Kabir Lumba, Managing Director, Lifestyle International (P) Ltd. The new store at Indore is spread across 33,000 sq. ft and will offer shoppers widespread collection, trendy product portfolio, youthful and vibrant interiors and a seamless shopping experience.

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, Van Heusen, Arrow, Code, US Polo, Allen Solly, Levis, Kappa, Bossini, UCLA, Biba, Melange, Juniors, 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 on-trend fashion offering, international shopping experience and exceptional product portfolio categorized into concepts. We are truly delighted to have opened our 1st store in Indore and look forward to becoming the most preferred shopping destination for the fashion conscious in the city."

Speaking about the association, **Yami Gautam** said, "I am delighted to be here today. Lifestyle offers a wide array of fashionable choices ranging from contemporary formal or casual wear & accessories to chic ethnicwear. It is a must visit destination to for anyone looking to buy trendy fashionable attire."

Part of the prestigious Dubai based Retail to hospitality conglomerate, Landmark Group, 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 now Indore.

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