

## **Lifestyle launches store at Forum Cosmos Mall, Agra**

**Agra, June 17, 2016:** Lifestyle, India's most preferred shopping destination has opened their 1<sup>st</sup> store in the city at Ashok Cosmos Mall, Sanjay Place today. 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.

The new store at Agra is spread across 32,000 sq. ft and will offer shoppers widespread collection, trendy product portfolio, youthful and vibrant interiors and a seamless shopping experience. 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, 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 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 Agra and look forward to becoming the most preferred shopping destination for the fashion conscious in the city."

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.

### **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](http://www.lifestylestores.com)