

Lifestyle launches store at Forum Rangoli Mall, Howrah

Howrah, May 06, 2016: Lifestyle, India's most preferred shopping destination has strengthened its presence in the West Bengal with their new store at Rangoli Mall, Belur, Howrah 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. This is the second store of the brand in the city which is also present at Quest, Park Circus.

The new store at Howrah is spread across 27,500 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 extended our presence in Kolkata with this and look forward to delighting our customers."

Part of the prestigious Dubai based Retail to hospitality conglomerate, Landmark Group, Lifestyle Stores are present across leading Indian cities including Ahmedabad, Bangalore, Jammu, Mangalore, Jalandhar, Kanpur, Chennai, New Delhi, Noida, Gurgaon, Hyderabad, Jaipur, Mumbai, Thane, Pune, Coimbatore, Ludhiana, Ghaziabad, Surat, Nagpur, Vijaywada, Bhopal, Chandigarh, Amritsar, Dehradun, Kolkata, Mohali, Calicut, Kalyan, Magarpatta, Thrissur, Lucknow, and Kochi.

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