

## Pantaloons announces 4 Winners for ‘Pantaloons Junior Fashion Icon’, Janmashtami edition

~Over 850 kids from the city participated in the model hunt~

**Rajkot, 21<sup>st</sup> August, 2019:** Vibrant attires and stellar performances by junior fashionistas captivated the audience at the Janmashtami edition of the Pantaloons Junior Fashion Icon (PJFI), held recently at Pantaloons Store at **Iscon Mall**.

**Piya Kamani (6 yrs), Dhruvan Kaknani (7 yrs), Heny Ukani (10 yrs) and Om Padariya(9 yrs)** walked away with the **Pantaloons Junior Fashion Icon (PJFI)** title under the 4-7 years and the 8-11 years categories respectively. The winners and runners-up received **Pantaloons Gift Vouchers**. **All the finalists received participation certificates.**

Speaking on the occasion, Ryan Fernandes, **Head of Marketing & E-commerce, Pantaloons**, *“We are happy to receive such a phenomenal response from our consumers for Pantaloons Junior Fashion Icon. Today’s children are quite discerning and style-conscious and Pantaloons Junior Fashion Icon provides a platform for them to showcase their talent and flair for fashion. At Pantaloons, we believe in creating enriching experiences that brings consumers closer to the brand.”*

The jury included **Jay Wadhvani** - Brand ambassador of ‘Men Deserve’ & ‘Koni Pade Entry’ fame, **Sunny Jogi** - Professional model & lead actor of *“Jab bhi teri yaad ayegi”* and **Prachi Patel** - Fashion designer, professional model & lead actress of the recently released song *“Gulabi Rang”*.

Pantaloons Junior Fashion Icon (PJFI)—the biggest junior model hunt in the city, is based on the premise that there is a ‘star’ in every child. The event received an overwhelming response with over 850 kids across the city participating in the model hunt. After an extensive round of auditions, top 662 finalists were shortlisted for the Grand Finale.

It was a delight to see the little superstars trot the ramp in Pantaloons kids apparel. The little girls looked adorable in a **variety of party and casual dresses, trendy tops, latest Minnie merchandise, cute skirts and fashionable denims with prints and sequins** while the boys sported reversible sequinned tees, avengers merchandise, dapper party shirts, interactive graphic tees and denims from the Pantaloons **festive collection**. The second round witnessed all these young stars dressed as miniature versions of Lord Krishna and Radha to celebrate the festival of Janmashtami. This event concluded with the announcement of results and the four winners were invited on stage to accept their awards.

### **About Pantaloons:**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India’s Favourite Fast Fashion Destination has 316 fashion destinations spread across 150+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over



the past two decades and is making fashion accessible across the length and breadth of the country. Website: [www.pantaløns.com](http://www.pantaløns.com)

**Aditya Birla Fashion and Retail Ltd.:**

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18000+ multi-brand outlets and 5000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.

Pantaløns is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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