



## **Pantaloon's recreates Maharashtra's symbolic fort 'Shaniwar Wada' at its ICC Senapati Bapat Marg store**

*~The brand showcases its deep rooted love for the city's culture and tradition~*

**Pune, 7th October, 2019:** Pantaloon's, India's leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. ushered in a celebratory mood as it launched its new look for this festive season. The Pantaloon's **ICC Senapati Bapat Marg store** installed a mammoth replica of Pune's most iconic monument **Shaniwar Wada**. The fort structure that is 34 ft. tall and 135 ft. in width has 3500 glittering LED bulbs & 4000 ft. LED strips was unveiled by **Ms. Sangeeta Pendurkar, CEO, Pantaloon's**. The store façade was launched amidst much pomp and show, with enthralling performances to foot-tapping folk music by local artistes, who were dressed in traditional attire. This phenomenal work of art will be on display till **27<sup>th</sup> October**.

The expansive store spread over **19,731 sq. ft.**, located in the heart of the city houses the stylish collection of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids.

Speaking on the occasion, **Mr. Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloon's** said *"Pantaloon's is proud to be an Indian brand & we endeavour to celebrate the Indian culture in its' myriad forms. The store façade at Pantaloon's ICC pays homage to the iconic Shaniwar Wada – one of the finest examples of Maratha palace architecture. We trust that the sight of this mammoth replica will put a smile on the face of every Pune'kar. Festivals are a quintessential part of Indian culture and are instrumental in bringing people together. We are grateful to our loyal consumers for the phenomenal response that we have received so far. We will continue to work towards creating enriching experiences that bring us closer to our consumers. With Diwali just around the corner, we continue to invite our consumers to partake in the festivities as we introduce our fabulous festive collection and exciting offers."*

Pantaloon's is constantly innovating designs, concepts and products by infusing the latest styles in its offerings. The Festive collections for women and kids include intricate brocade lehengas and crop tops, kurtas and ethnic dresses. Fusion and ethnic ensembles for men include festive Kurta sets and classic Nehru jackets apart from the vast range of western wear options. The range has been crafted in the most beautiful fabrics adorned with prints and embroideries that add to the festivities.

Pantaloon's, one of India's leading fast fashion brands has 331 fashion destinations spread across 155+ towns & cities in the country with 12 stores in Pune and 43 stores in Maharashtra. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloon's 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.

**Festive offer in store:** Shopping at Pantaloons is always exciting, shop for **Rs. 6000** and buy a celebration card at Rs 999 to win an assured gift as well as **gift vouchers worth Rs 2000**. **The gifts include like Royal Enfield, LED TV, Microwave and many more.**

### **About Pantaloons:**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has 331 fashion destinations spread across 155+ 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.pantaloons.com](http://www.pantaloons.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 18,000+ multi-brand outlets and 5,000+ 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.

Pantaloons 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.

### **For further information, please contact:**

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