

'The Collective' wins 'Most Admired Fashion Concept of the Year' award at the India Fashion Forum 2009

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"The Collective' a super premium lifestyle retail brand, from Madura Garments Lifestyle Retail Co. Ltd. won the prestigious 'Most Admired Fashion Concept of the Year' at the ninth Annual Images Fashion Awards.

Comments Mr George M Santacroce, CEO, MGLRCL "We are delighted to have won the Images Fashion Award. We have achieved this milestone in a considerably short span of time. The Collective is truly a unique blend of international styles and global fashion trends."

The Images Fashion Awards was conceptualised to bring forth the fashion and retail industry and address the needs of the emerging global Indian seeking a global shopping experience. The Images Fashion Awards seeks to honour top performers in the business of fashion.

For the awards, India Fashion Forum follows a robust and exhaustive process following 2000 + interviews amongst consumers and industry professionals. The forum also conducts face-to-face interviews amongst fashion conscious shoppers across seven leading cities in India.

The eminent panel of judges for the awards comprised of Mr Sanjeev Gupta, Mr Shivjeet Khullar, Mr Anuj Puri, Mr Pranay Sinha and Dr Darlie Koshy.

About 'The Collective'

The Collective, is a complete lifestyle destination complete with apparel, accessories, made-to-measure services, product care services and lifestyle services. Apparel covers all wardrobe needs from formal to semi formal to casual to denim to active.

The Collective houses names such as Versace collection, John Varvatos, Lorenzini, True Religion, Adriano Goldschmeid, Hugo Boss, Duchamp, Fred Perry and Ted Baker. Accessories cover products such as fashion watches, cufflinks, shoes, ties, belts, leather products and sunglasses amongst others. The accessories brand checklist includes names such as Puma Black Label, Church's shoe, Momo Designs, Toy Watch, grooming products from Molton Brown, The Art of Shaving, Anothny Logistics, Biotherm and gifts from Culti and Fornasetti.

Made-to-measure services offer leading Savile Row brands such as Aquascutum, Richard James and Raffaele Caruso. In addition, made-to-order services from leading Indian designers such as Tarun Tahiliani, Rohit Bal and JJ Valaya are also offered in the store to meet the needs of the ceremonial buyer.

In addition, The Collective is the first retail store to offer product care and specialised dry cleaning services to its customers who not just buy tailored suits but also have the added value in The Collective's ability to look after it.