

THE COLLECTIVE, India's first fashion lifestyle store launches in Mumbai

9 October 2009



'THE COLLECTIVE', a super premium lifestyle retail brand launched by Madura Garments Lifestyle Retail Co. Ltd, part of the Aditya Birla Group, opened its doors today in the country's fashion capital Mumbai.

Says Mr. George M Santacroce, CEO, Madura Garments Lifestyle Retail Co. Ltd, "THE COLLECTIVE has evoked positive response for us in Bangalore. We are now ready to reach our customers in Mumbai as it is

the fashion capital of the country. THE COLLECTIVE promises to go the extra mile to delight its customers with an experience that's authentic, sophisticated, yet understated."

THE COLLECTIVE is the anchor store at the Palladium - India's first and only true luxury destination. Says Mr. Atul Ruia, Managing Director, The Phoenix Mills Ltd, "We are happy that the first 'THE COLLECTIVE' store in Mumbai is at the Palladium. This reinforces our position in the luxury and lifestyle segment in India. Being an upmarket destination for the discerning man, having THE COLLECTIVE with us makes the experience even more conducive for patrons who will enjoy a more comprehensive fashion outlay at Palladium."

Adding colour, verve to the city, THE COLLECTIVE, commemorated its opening for all of Mumbai's discerning males, with a fashion show and launch party with glitz, glamour and the glitterati from all across the city.

The fashion show at THE COLLECTIVE, Palladium held fort to the ethos of the store — that one's fashion quotient is never only about getting the brands right; it's also about getting the look right. On show during the night were the collections from Rohit Bal, leading Savile Row and bespoke designer Richard James and over 60 international brands from THE COLLECTIVE. Under the pearly white lights and accompanying the pulsating beats, the show, styled by India's leading designer Manish Malhotra; had models walk down the ramp wearing the seasons fashion statement — classic with the cool, and a touch of luxury.



The mélange of the best from India and International fashion spoke volumes of what's in store for Mumbai's men thanks to THE COLLECTIVE. Home to the best international brands, most of which are subscribed by Indian and International celebrities, the store is out to set new standards and a benchmark for most others to follow.

Setting the mood for the night were an eclectic mix of tracks from DJ Akhtar and champagne and the likes for the who's who of Mumbai. Most of Mumbai's well known personalities got to hobnob with each other after the fashion show and gush over most of the collections they got to see thanks to THE COLLECTIVE. Of the many Urmila Matonkar, Amrita Rao, Jackie Shroff, Shetal Mafathlal, Gul Panag, Rupa Vohra, Anita Dongre, Raj and Rita Dhody, Apoorva and Shilpa Agnihotri, Ranvijay and Anusha

Dandekar were spotted at the event. In fact, the affair was truly grandiose, and the store was breathtaking.

The party drew to a close stary affair and what awaits Mumbai here onwards is a store that promises to indulge, pamper and spoil the discerning Indian Male. Inspired by current trends, fashion statements and designs, the brands at the store simply named, THE COLLECTIVE will bring to you a host of new styles, ideas and themes for that perfect look.

It's all about being chic, classic, casual and cool to create an affordable personal style at THE COLLECTIVE!

So all you men, it is time you stand together and open that bottle of Claret and raise a toast to the newest entrant to the world of fashion - THE COLLECTIVE!

THE COLLECTIVE

Level 2 and 3, Palladium, Lower Parel,

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www.thecollective.in

Store timings: 11am to 9pm