

## The Collective celebrates five stylish years with Rahul Khanna

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**Bangalore:** The Collective, India's super-premium retail concept known for its breadth of exclusive fashion, completes five years of its flagship store in Bangalore. And what better way to celebrate than to have a patron of The Collective and the man who symbolises panache and effortless cool, Rahul Khanna present.

Consistently named one of the best dressed men in India, Rahul Khanna will interact with the customers present at the store and pick the men he thinks embody The Collective philosophy of sophisticated, understated chic. He will then go on to launch the Autumn/Winter collection of 2013.

The new collection comprises a continuation of its Spring/Summer trends as well as reimagined and updated styles fresh off the runway. The denim portfolio at The Collective sees re-engineered denim in a variety of textures and print. The casual wear collection gets a whole new fillip with the addition of hippest new "it" brands of the season.

This season, The Collective introduces Commune Des Paris, Les Benjamins, La ComedieHumaine and Scotch & Soda – four of the coolest new brands to join The Collective's curation portfolio. The designer collections transition your style from day to evening appropriate. The dinner jackets and tuxedos are in luxurious fabrics like velvets, jacquards and merino and alpaca wool.

That's not all. The party then moves to Shiro's, with the who's who of Bangalore in attendance. The sundowner with fine wine and good spirit will have Bangalore's best celebrating the fifth anniversary of The Collective.

On his association with The Collective, Rahul Khanna says: "I have been a customer of The Collective for many years. For me, The Collective stands for style and convenience. It's great to be here celebrating five years of The Collective. I'd say here's to 5 more!"

On The Collective completing five years in Bangalore, R. Satyajit, COO – International Brands and New Businesses, Madura Garments Lifestyle Retail Co Ltd (MGLRCL), says: "Five years ago when we started this journey of establishing India's first luxury multi brand store, the road ahead had looked challenging and almost tough. But looking back now, with eight stores to our credit and thousands of fashionably satiated customers, the hard work seems to have been worth it. Bangalore is where we had opened our first store and today, as we celebrate on home grounds, I am confident that the road ahead is only more promising".

### About The Collective

'The Collective' is a super-premium lifestyle retail chain that was launched by Madura Garments Lifestyle Retail Company, a group company of Aditya Birla Nuvo. A first of its kind retail concept, the brand has seen a host of international apparel and accessory brands making a foray into the country for the first time. [www.thecollective.in](http://www.thecollective.in)