

The Collective presents a true British evening with celebrated designer Simon Carter

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~ The Collective in association with the British High Commission held a gala sporting event in the capital ~

New Delhi: As part of the ongoing British celebration at The Collective, the super premium retail destination, in association with the British High Commission organised a Croquet match this weekend in the capital. Celebrated British designer Simon Carter displayed his croquet skills and enthralled all the guests. The designer known to be an exceptional player was a true sport and shared his fine techniques about the game during the event.



Immunologist by education, designer by profession and a Croquet player by passion, Simon Carter is the quintessential Brit. UK's leading designer often referred to as the 'King of Cufflinks', became famous for his iconic and unique Cufflink styles. The brand, synonymous with men's accessories such as cufflinks, later went on to add watches, luggage, ties, scarves and finally a full clothing line to its range. Although the brand has grown and expanded immensely since then, each Simon Carter product still has the whimsical English stamp of individuality. Rendering fashionable men around the world anything but immune to the Simon Carter label.



Speaking during the occasion, designer Simon Carter said, "Croquet is much more sociable and competitive just as any other sport. I was truly delighted today to be a part of The Collective's initiative in hosting this event. I was glad to share my passion for the game and also a trick or two about the game with the guests." Talking about fashion, he opined, "Today's man is more fashion aware than ever before and I strive to create suits and accessories that are distinctive and add a whimsical flair to their personal style."

The evening was attended by Mr. Barry Lowen, Director, UK Trade & Investment, India and noted designers including Rohit Bal, Ranna Gill, David Abraham and Rakesh Thakore; writer William Dalrymple and socialites Rahul Dev and Bharat and Riddhima Kapoor. The evening was remarkable with

everyone displaying their sporting side and trying their hand at Croquet.



Croquet, an old British sport, dates back to the 1800s. It involves



hitting a plastic/wooden ball with a Mallet through Hoops. The sport has now evolved and is immensely popular and played in

other countries as well. The Collective has dedicated this entire month as an ode to everything British, and as a part of its “Best of British” celebration, organised a fabulous evening for all the guests to soak in the rich British heritage and fashion.

About The Collective

‘The Collective’ is a super-premium lifestyle retail chain that was launched by Madura Garments Lifestyle Retail Company (MGLRC), 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.

For more information, please visit www.thecollective.in