

The Collective' launches international brands Belstaff and Evisu for AW'15

Iconic clothing brands make India debut; classic, all-season shoe brands

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Mumbai: The Collective (TC), the luxury retail concept from Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd, has launched its all-new Autumn-Winter'15 collection. Known for its exclusive super-premium fashion, the latest collection from TC is based on the theme for the season which is Red & Berries against Black & Monochrome.

AW'15 features iconic British biker wear brand Belstaff, Japanese denim wear brand Evisu (both making their India debut), with classic Italian shoe brand Santoni and UK shoe brands, Grenson and Joseph Cheaney. Oliver Sweeney is also launching for the first time in India this season. Swedish denim wear brand, Nudie marks its comeback on popular demand with this collection.

"We are delighted to announce the launch of our uber stylish Autumn Winter Collection'15 with global brands such as Evisu, Joseph Cheaney, Marc Jacobs and DSquared2, now available in India for the first time exclusively by The Collective, India's luxury retail concept," said Amit Pande, Brand Head, The Collective. "The collection is chic and is in sync with the latest global style trends that will resonate well with the fashion sense of our cosmopolitan audience."

Moods to match the season

Keeping in mind the season, in addition to these brands, the AW'15 collection will feature popular brands for men and women like DSquared2, AG x Alexa Chung, and 7FAM in denim; athleisure leather gym wear; and Armani Co Ilezioni and McQ Alexander McQueen for haute couture for suits and dresses. The new collection also features top-of-the-line shoe brands John Cheaney, Hudson, and Ted Baker; and stylish handbags for ladies from brands like Marc by Marc Jacobs, Michael Kors, Love Moschino and more.

Dare to wear Denim

Making their debut in India, The Collective's AW'15 collection features renowned British biker wear brand Belstaff and premium Japanese denim brand, Evisu. Swedish denim brand Nudie known for its great fit and recycled yarn fibre also makes a comeback on popular demand this season.

Besides these three brands, popular ripped and vintage denim brands for men like DSquared2, John Varvatos, True Religion, 7 for All Mankind and Adriano Goldschmeid, are the highlights of the AW'15 collection.

For women, AG x Alexa Chung's 360-degree contour fit, as well as boot-cut, high-waist and mid-waist fit denims from 7FAM, Hudson and JBrand stand out from the collection.



Leather to weather the season

Embracing the athleisure trend of fashionable gym wear, the AW'15 collection features an exclusive range of stylish track suits with leather detailing and print for men and women. Keeping with the tagline, 'For the Few,' the collection includes boots, high tops and jackets that are mixed with leather to bring out the fashionista in you.

Let your shoes do the talking

Santoni, Grenson, Joseph Cheaney & Oliver Sweeney make India debut

This season, let your shoes define your style with an AW'15 collection that features loafers, moccasins, derbies, brogues, oxfords, whole-cut shoes and more from best-selling brands like Hudson, Ted Baker and Cesare Paciotti. Ubiquitous Italian shoemaker Santoni, and classic UK shoe brands Grenson, Joseph Cheaney & Oliver Sweeney, make a debut.

The latest collection also marks the launch of Elliot Rhodes belts - a customised buckle-and-strap solution for those looking for a finishing touch that's refreshingly new. Choose from a variety of buckles and straps that can be mixed and matched and customised to match your fit.

Bag and bling for the buck

Michael Kors, Marc by Marc Jacobs unveil new designs for the season

Festive evenings at TC are special this season. Women can pick and choose from a wide range of stylish signature handbags as well as evergreen totes and more, from the likes of Marc by Marc Jacobs, Michael Kors, Love Moschino, Armani Jeans and McQ Alexander McQueen.

Get suited up in style

DSquared2, Armani Collezioni, McQ Alexander McQueen showcase trends for the season. Bring on the bling with dresses from DSquared2 and McQ Alexander McQueen, famously adorned by celebrity show-stoppers Liz Hurley, Paloma Faith and Rihanna. Men can choose from a range of trendy and fashionable velvet tuxedos, jacquard and harness shirts, deconstructed suits and jackets from the likes of Armani, DSquared2, and McQ Alexander McQueen.

So whether your choice for the season is formal or casual, bold or subtle, chic and trendy, the AW'15 collection offers a range of designer wear in denim, leather, velvet and more, with impeccable bags, belts and shoes to compliment your trendy new look.

The AW'15 collection is available at our eight exclusive stores across the country and is also available from our online store at www.thecollective.in.

About The Collective

The Collective is a one of its kind, luxury retail concept, known for its breadth of exclusive fashion. With over 100 of the world's best fashion brands under one roof, this unique lifestyle store offers all connoisseurs a unique point of view on each individual's own personal style.

The apparel offerings cover all wardrobe needs from Formal to Semi Formal, to Casual and Denim to Active from iconic brands like Armani Jeans, Armani Collezioni, Versace Collection, Versace Jeans, Hugo Boss, True Religion, Vivienne Westwood, Lagerfeld and McQ Alexander McQueen and more.

The extensive collection of accessories include fashion watches, cufflinks, shoes, ties, belts, leather products, jewellery and sunglasses to create a perfect ensemble. The accessory brands repertoire

includes celebrated names such as Love Moschino, Tateossian, Michael Kors and Lulu Guinness and more. For more information, visit us at www.thecollective.in.

About Madura Fashion & Lifestyle

Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashion wear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands – Louis Philippe, Van Heusen, Allen Solly, Peter England and People – that personify style, attitude, luxury and comfort.

Madura Fashion & Lifestyle reaches its discerning customers through an exclusive network comprising more than 1,700 stores, covering 2.4 million sq ft of retail space, and is present in more than 3,800 premium multi-brand stores and 490+ departmental stores.