

## 'The Collective' Brings High End Luxury to Chennai

24 August 2013

*~ Madura Fashion & Lifestyle Launches its eighth flagship store in India ~*

**Chennai:** The Collective, a unique, luxury lifestyle retail concept by Madura Fashion & Lifestyle, ups the fashion ante in Chennai by launching its first store in the city. The eighth flagship The Collective store in the country located at Buva House, Kader Nawaz Khan Road, Nungambakkam, houses the world's chicest brands for men and women. The store is spread over a luxurious 5,500 sqftspace and set amidst a landscaped garden, allowing clients a private, indulgent shopping experience.

The store was launched with an exclusive red carpet for Chennai's who's who. A high-fashion atmosphere was re-created at the store. Inside the store live installations by models enthralled the audience and showcased the new Autumn Winter 2013. Chennai's crème de la crème mingled and celebrated with a live music performance added to the camaraderie.

The Autumn Winter 2013 Collection on display at the store has men's wear as well as accessories for men and women. The denim portfolio has re-engineered denim in a variety of textures and prints from Adriano Goldschmied, Seven for All Mankind, True Religion and Versace Jeans.

Also on offer are the AW2013 collections from Hackett, Etiqueta Negra, Paul & Shark, Robert Graham and Hugo Boss Green. The highlight of the designer collection is Simon Carter's velvet jackets in wine and navy.

The women's accessories range comprises bags from marquee luxury labels like Michael Kors, Lulu Guinness, Love Moschino, Ted Baker, Coccinelle and more.

"The Collective began with its first store in Bangalore five years ago," says R. Satyajit, COO – International Brands and New Businesses, Madura Garments Lifestyle Retail Co Ltd (MGLRCL). "Since then, we have successfully launched flagship properties in Mumbai, Delhi, Chandigarh and Pune and it gives me immense pleasure to announce the launch of the eighth store in Chennai. The brand promise to customers remains the same - to provide a high-end luxury fashion experience to customers, through product and service. With this launch, we hope to replicate the success of our earlier properties amongst Chennai's discerning clientele."

### **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 the 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)

### **Chennai**

Buva House, 8, Kader Nawaz Khan Road,  
Nungambakkam,  
Chennai – 600017,  
Tel: +91-44-28332126/7

### **Bangalore**

10, VittalMallya Road,  
Banglore - 560001,  
Tel: +91-80-49368888

### **Chandigarh**

24 & 25, Elante Mall,  
Industrial & Business Area,  
Chandigarh – 160002,  
Tel: +91-127-4632888

### **Mumbai**

Level 2 & 3, Palladium Mall,  
High Street Phoenix,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013,  
Tel: +91-22 4343 8888

### **Delhi**

No.28, Upper Ground & level 1,  
Ambience Mall, Vasant Kunj,  
New Delhi -110070,  
India  
Tel: +91-11-40878888

F12, 1st Floor, Select Citywalk,  
Saket,  
New Delhi – 110 017,  
Tel: +91 – 11 – 46088988

Ground Floor, Ambience Mall,  
NH-8, Gurgaon – 122 016,  
Tel: +91 – 124 - 4665888

### **Pune**

GF-02 & 03, Koregaon Park Plaza Mall,  
Koregaon Park,  
Pune – 411028,  
Tel: +91-20-30530888

Store Hours: 11.00 a.m. to 9.00 p.m. daily