

STARS COME DOWN AT MIDNIGHT...



At Pantaloons, we are committed to bringing alive a world of opportunities for our employees. From providing them with development programmes and performance incentives, to ongoing feedback reports – our employees are continuously improving,

In a milestone event, we unveiled our Sharodiya Saaj Utsav collection specially designed for Durga Puja in Kolkata as a sensational first in Pantaloons' history – a midnight fashion show! Vibrant colours, bold designs and outfits for every mood took the ramp by storm as we transformed South City Mall into our very own fashion central.

We showcased party, casual and ethnic wear in one grand, star-studded event. A blend of glamour, style and celebrity brought the ramp to life in panoply of colours. To add to the fashion obsession, the celebs then checked out our store and gave us their take on our Pujjo collection.

Show stopper Raima Sen pulled all eyes to centre stage as she walked down the ramp in a stunning ethnic suit from Trishaa. As the audience roared with approval, Raima looked fabulously festive as she sashayed down the ramp.

With a palette of strong colours and an array of traditional designs, the ethnic collection highlighted the perfect styles for this festive season. Anarkalis, salwar-kameez suits, short kurtas, printed patialas and more gave the women a variety to choose from while the men sported festive silk kurtas accessorised with dual stoles.

The casual wear trends that ruled the catwalk were graphic tees, sheer shirts, colored denims and pop tees for men. With bright neons, statement neckpieces and some superbly vertiginous heels, the casual collection had something for everyone.

The spotlight of the evening was on the Little Black Dress with shine, shimmer and neon detailing. The guys looked dapper with a classy vest and crisp trousers.

Post the midnight fashion show the guests took a tour of our store and gave their take on our collection.