

'The Collective' brings The High-end Luxury brands to Pune

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~ Madura Fashion & Lifestyle launches its fourth flagship store in the country ~

Adding colour, verve and prôt to the city, offering super premium to luxury brands, comes 'The Collective', a lifestyle retail concept launched by Madura Fashion & Lifestyle, part of Aditya Birla Nuvo Ltd. A first of its kind retail concept, the brand officially inaugurates the world's best fashion brands for men and women with the opening of their **fourth flagship store in**



India at the Park Plaza, Koregaon, Pune.

Set in a dreamy backdrop, the store was launched with an ethereal theme of "Mid Summer Night's Dream", showcasing World's Best Fashion within the theme. At the helm of the *show was none other than Neha Dhupia* known for her quintessential *chic looks*. Neha set the ball rolling as the haute hostess presenting the fashion show with a dream sequence and unfurling of Spring Summer Collection for 2012. The fashion show was followed by spirit, mirth and music with DJ Whosane, and in an evening that saw best of Pune's who's who, celebrating with each other and reliving the extravaganza.

The store not only saw the best of the collections on display for the enthralling audience of Pune, but also the news of new and exclusive collections from 'The Collective' that will now be available to Pune's fashion conscious. The store is out to set new standards and a bench-mark for most others to follow.

Speaking at the launch, **Mr. Shitalkumar Mehta, COO, International Brands & Retail at Madura Fashion & Lifestyle** said: "*The Collective began in Bangalore over three years ago and since then it has captivated consumers with its exclusivity, plush retail experience and unmatched selection in fashion. Having captured Mumbai and Delhi as well, we now come to Pune with our fourth store and the promise remains the same - to provide fashion forward ladies and gentlemen of Pune with a retail experience par excellence. With the best international brands, adorned and revered for years across the globe, we enter Pune, a hotbed of cultural activity, fabulous assets that make it the perfect destination for a 'fashion city'.*"

Mr. Shital also added that "after successfully opening three stores, The Collective will be seen coming up in Tier II and Tier III cities in this fiscal year. We will have around eight to 10 stores in nine cities (including metros and

smaller towns) by 2013 and the cities. The stores will be opened in cities like Hyderabad, Chennai, Kolkata and Chandigarh.”



The sensational *soirée* saw the birth of a phenomenon, "The Collective" effect, putting the fashion conscious crowd of Pune, at par with their national/global counterparts in matters of fashion and lifestyle. The motto and philosophy of "Style is personal", was elegantly emphasised, paving the way for every discerning individual to identify oneself with the epicurean experience. The Brand offers personalised service, complete looks for everyone, while also becoming a perfect gifting destination. The Collective fits in perfectly with the need of fashion that's being welcomed and imbibed in the DNA of Pune fashionistas and makes for the best retail therapy that anyone could wish for. Filled with glitz, glamour and the glitterati of the city, the event left everyone wanting more.

The Collective

'The Collective' is a super-premium lifestyle retail concept that was launched by Madura Fashion & Lifestyle, 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.