

PANTALOONS LAUNCHES ITS NEW LOOK STORE IN CHENNAI WITH KOLLYWOOD DIVA, PRIYA ANAND

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Pantaloon launches its new look store in Chennai with Kollywood Diva, Priya Anand

Strengthens its presence in Chennai with 5 stores in the city

Pantaloon, one of India's leading fashion and lifestyle retail format, re-launched its store at Nelson Manickam Road in Chennai with a new avatar. Located near the Ampa Skywalk Mall at Nelson Manickam Road, the store promises to be one of the most sought after, one-stop shopping destination. The new-look of the store was launched by none other than the Kollywood Diva, Priya Anand.

The new-look fashion store is spread across 12000 sq ft and will have something for everyone – men, women and kids, making it a shopper's paradise. Pantaloon offers 100+ prestigious brands providing a unique shopping experience to its customers. With trendy western and ethnic apparel for men, women and kids along with a wide range of footwear, fashion accessories and handbags for women, Pantaloon offers complete ensemble solutions for every occasion.

Apart from the new-look store at Nelson Manickam Road, Pantaloon has 4 more stores in Chennai located at: Express Avenue Mall-Royapettah, Phoenix Marketcity Mall-Velachery, Chandra Metro Mall-Virugambakkam and Spencer Plaza.

Commenting on the launch of the new-store at NMR, Mr. Shital Mehta – CEO, Pantaloon said, "Pantaloon's plans to strengthen its network extensively in metros and mini metros with a clear focus of making fashion accessible to all the nooks and corners of the country. In love with Life, In love with Fashion being Pantaloon's guiding mantra – each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands apart from some of India's most well known fashion brands."

"This store will also feature newly introduced brands such as Candies and SF Jeans. Candies from New York, is for young ladies who like to flaunt their style whereas SF Jeans (San Frisco Jeans Co.) offers the latest edgy attitude in jeans wear for young men and women."

Speaking at the launch of the new-look store Kollywood Diva, Priya Anand, who has also featured in Telugu cinema and Bollywood, said, "Fashion and style have become an inherent part of lifestyle today. Pantaloon's stands true to its commitment – 'In love with life, in love with fashion'. The Pantaloon collection is very stylish and offers a wide range for the evolved new-age consumers. With the festive season around the corner, Chennai is all set for a shopping fiesta with Pantaloon".

This new look store houses some of the most well known national and international brands;

Bare, Ajile, Byford, RIG, John Miller, V.Dot, Lee Cooper, SF Jeans, F- Factor, Alto Moda & Bare Leisure are the brands available for men whereas women's collection is available across Rangmanch, Trishaa, Akkriti, Annabelle, Honey, , RIG, BIBA, Ajile & Alto Moda.

The kids range is available across well-known brands like Chalk, Poppers, Bare Kids & Chirpie Pie.

Pantaloons' new-look store at NMR will cater to wide cross section of customers offering large range of brands under one roof. Our trendy apparel and fashionably upbeat accessories are sure to make our customers fall in love with fashion.

Store address: Pantaloons Fashion Retail Limited, Nelson Manickam Road, Near Skywalk Mall, Chennai.

Pantaloons Fashion & Retail Ltd. is a subsidiary of Aditya Birla Nuvo Ltd. Aditya Birla Nuvo is a USD 4 billion conglomerate operating in the services and the manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services (Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and general insurance advisory), Fashion & Lifestyle (Branded apparels & Textiles) and Telecom. Its manufacturing businesses comprise of the Agri, Rayon and Insulators businesses.

Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of over 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations

Spotlighting today's buoyant youth, Pantaloons, India's most loved retail brand offers chic and trendy fashion to make every customer's wardrobe fashionably updated. With a plethora of choices across exclusive brands, the design philosophy is par excellence giving way to innovative silhouettes and playful styles.

The first Pantaloons store was launched in Kolkata in 1997. Over the years, the brand has undergone an evolution process to bring to life compelling trends and styles catering to every fashion needs across women, men and kids. Currently we are a chain of 87 fashion stores across 43 cities.

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