



Style Up the family shopping destination celebrates Eid and Wedding Season with the newly launched Festive Collection

With over 4000 styles to choose from shoppers will get a 32 piece lavish dinner set free, on shopping of Rs. 3999

Deoria, May 31, 2018: Style Up the new family store for lifestyle and fashion from Aditya Birla Fashion and Retail Ltd's has launched an exclusive **Festive Collection** which features a diverse range of **ready to wear gowns, embellished kurtis, designer kurtas, sherwanis and traditional footwear**. Festivals are joyful occasions which usher merriment and cheerfulness, creating memories for the entire family. With the **Festive Collection from Style Up**, families can not only look their best but also express themselves with fashion and flamboyance. With Eid and the wedding Season round the corner the vibrant range from the brand displays the rich celebratory spirit and includes distinct lines of menswear, womenswear and kidswear. Immersed in latest trends and contemporary elegance all the products boast of superior fabric, hues, cut, stitch, embellishments and the attention to detail set them apart.

With **over 4000 styles** to choose from shoppers can visit the nearest Style Up store in **Ragahav Nagar, Deoria Uttar Pradesh** for great quality stylish products and an unmatched retail experience. The store houses a vast ensemble of **50,000 products** in linen, cotton, festive prints with distinct cuts and multiple sizes and is set to complement the looks and styles of fashion forward shoppers.



Speaking on the occasion, **Mr. Prasoon Mukharji, Vice President, Style Up** said, “Style Up aims to cater to the fashion needs of families through a varied range of clothing for all occasions. Our **Festive collection** is infused with latest fashion, bold, vivid colours, and has something for everyone. We would like our customers to look their festive-best as we offer fashion at an attractive price point coupled with a superlative shopping experience.”

On this occasion, Style Up has introduced exciting offer, which will assure shoppers exciting gifts and merchandises **Select patrons will receive a grand dinner set on shopping of Rs 3,999.** Style Up stores provides latest range of pocket-friendly styles comprising of fresh ensemble of trendy shirts, fashion denims, salwar kameez, tees, bags and footwear for all our customers.

About Style Up:

Style Up is the newest family store for lifestyle and fashion from Aditya Birla Fashion and Retail Ltd with a focus on Tier 2 and Tier 3 cities housing an array of smart fashion in the form of menswear, womenswear, kidswear and stylish accessories.

About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.’s (ABNL) Madura Fashion division and ABNL’s subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India’s No 1 Fashion Lifestyle entity.

ABFRL is India’s No 1. Fashion Lifestyle entity. ABFRL hosts India’s largest fashion network which includes 2,700+ ABFRL brand outlets, a footprint of 7.5 million sq. ft. of retail space across 750+ cities and towns

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