

## Pantaloons announces 4 junior winners for Biggest Model Hunt 'Pantaloons Junior Fashion Icon', Janmashtami edition

*Over 1000 kids from the city participated in the model hunt*

**Rajkot, August 28, 2018:** Vibrant attires and stellar performances by junior fashionistas captivated the audience at the Janmashtami edition of the Pantaloons Junior Fashion Icon (PJFI) held recently at Pantaloons Store at Bharath Iskcon Mall , Kalayad Road, Rajkot.

**Aadhya Patel, Madavan Tanna, Diya Shah and Samarth Vithlani** walked away with the Pantaloons Junior Fashion Icon title under 4-7 years & 7-11 years category. The Winners, Runners-up and Finalists received Pantaloons Gift Vouchers and exciting prizes.

The jury included Mr. Meet Parekh – HOD, NIFD, RJ Nupur - My FM and Ms. Prachi Patel - Fashion Designer & Professional Model.

Congratulating the winners and speaking on the occasion, **Mr. Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons, Aditya Birla Fashion and Retail Limited** said, *"Pantaloons Junior Fashion Icon is a tribute to the children of today from India's favourite family fashion destination—Pantaloons. Today's children are quite discerning and style conscious and Pantaloons Junior Fashion Icon provides a platform for them to showcase their talent and flair for fashion."*

Pantaloons Junior Fashion Icon (PJFI)—the biggest junior model hunt in the country is based on the premise that there is a 'star' in every house. The event received an overwhelming response with over **1000** kids across the city participating in the model hunt. After an extensive round of auditions, top **56** finalists were shortlisted for the Grand Finale.

It was a delight to see the little superstars trot the ramp in Pantaloons exclusive apparel brands – **Chalk, Poppers, Bare and Akkriti**. The little princesses looked adorable in **pretty dresses, sequined tops, fashionable skirts and cool denims** while the little champs sported denims, shirts and tees from Pantaloons **festive collection**. The second round witnessed these young champs dressed up as miniature versions Lord Krishna and Radha to celebrate the festival of Janmashtami.

### **About Pantaloons:**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Family Fashion Destination. Pantaloons has over 284 stores across 132+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.



**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 Pantaløns 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. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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