

Fashion Fiesta At Pantaloons

*Celebrates its 50th Flagship Store with a Grand Fashion Show
Models Showcase Pantaloons Autumn Winter Collection*

Delhi, December 11, 2010: Continuing with its celebrations of achieving 50th store milestone, Pantaloons, India's leading fashion retailer, a part of Future Group, today organised a grand fashion show at **Ambience Mall, Vasant Kunj Delhi**. Manasvi Mangai, Pantaloons Femina Miss India 2010 scorched the ramp showcasing Pantaloons Autumn Winter collection along with the other renowned models.

The sizzling fashion show was a treat to the eyes of everyone present at the occasion. Pantaloons showcased its all new winter wear collection for men and women which included trendy jackets, pullovers, coats, sweaters, sweatshirts, etc. Along with the vibrant winter collection the models on the ramp also presented the whole new accessories like mufflers, scarfs, hats and caps.

The Casual wear collection for men and women had a vivacious array of T-shirts, short shirts, denims, leggings & jeggings, skirts and much more. Keeping in mind the wedding season in the air the fashion show also had a diverse Ethnic wear collection for women including Salwar-Kameez-Dupatta sets, kurtis, ghagroos, churidaars, etc.

Speaking on the occasion **Mr. Pankaj Tibrewal, Chief Operating Officer, Pantaloons** said, *“The launch of the 50th store is a significant milestone in Pantaloons journey. This fashion show was organized to celebrate our success and to showcase the fresh new collection that we have for the patrons this season. As always, we hope that we will receive a great continuous response.”*

The all new 31,109 sq. ft. store has been uniquely designed to create a global shopping experience for customers. The aesthetic, creative and prestigious ambience gives its patrons a chance to interact with the merchandise through touch and feel.

About Pantaloons

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 50 stores present across 27 major cities including both metros and smaller towns. Pantaloons 'Great Fashion, Great Value' with its focus on 'fresh look, feel and attitude', offers

trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloon's 'Great Fashion' stands out as a segment trendsetter, in step with global fashion trends. This 'great fashion, great value' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience at affordable prices. Pantaloon's stores have presence in cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot, Zirakpur, Gaziabad, Nagpur, Vadodara, Surat, Nashik and Bhopal.

For details, visit www.pantaloonretail.in and www.futuregroup.in.