



*Press Release*

## **Pantaloons Femina Miss India 2009 Finalists Unveil the 'Pantaloons Femina Miss India 2009 Collection'**

New collection showcased at an exclusive event

**Mumbai, March 18, 2009:** Pantaloons, India's leading fashion retailer, a part of the Future Group, today unveiled the '**Pantaloons Femina Miss India 2009 Collection**', at a dazzling fashion show held at Poison, Waterfield Road, Bandra. The new collection comprises of fusion designs from Pantaloons' brand, Akkriti.

Walking the ramp in an exclusive preview of the collection, were 20 dazzling finalists of the 'Pantaloons Femina Miss India 2009' pageant, showcasing the indo-western designs that will be exclusively available at Pantaloons stores.

The beautiful Pantaloons Femina Miss India 2009 contestants also showcased Pantaloons' new summer collection – Tunics for women and Casual shirts for men. This was followed by a stunning performance by the Indian Idol Finalist, Monali Thakur, who has sung for hit films like Race, Golmaal Returns and Billu.

In a breath taking finale, the twenty gorgeous finalists of Pantaloons Femina Miss India 2009 pageant walked the ramp showcasing the 'Pantaloons Femina Miss India 2009 collection'. The collection is very youthful and trendy and is targeted at consumers, who are young at heart and love to experiment with their looks. The cuts are sleek, modern and tasteful with silhouettes like kurtis in various styles, leggings and skirts. The colour palette ranges from whites to bright colours such as, pink, blue, green, etc.

This collection has been designed keeping the contestants and their aspirations in mind, that sets them apart from others and gives them their winning streak.

Speaking on the occasion, **Sanjeev Agrawal, CEO, Pantaloons**, said "Pantaloons Femina Miss India Collection Launch event gets into its fourth year. The launch event has become an annual event which is marked by who's who of the fashion fraternity and the corporate world. The collection is designed keeping in mind the aspirations of the young women of today, that gets translated into fashion trend for our customers."

The collection will be exclusively available at all Pantaloons stores across the country.

### **About Pantaloons**

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 43 stores across over 24 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers. Pantaloons Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience. Pantaloons Fresh Fashion stores have presence in 24 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneshwar, Siliguri, Guwahati, Rajkot & Zeerakpur.

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