

Pantaloons Femina Miss India 2010 Finalists Unveil the 'Pantaloons Femina Miss India 2010 Collection'

Mumbai, April 9th 2010: Pantaloons, India's leading fashion retailer, a part of the Future Group, today unveiled the '*Pantaloons Femina Miss India 2010 Collection*' at Mega Mall, Oshiwara. The new collection is Vibrant, young and enticing.

The new 'Pantaloons Femina Miss India 2010 collection' is a reflection of the hopes and aspirations of these 18 young and beautiful "Pantaloons Femina Miss India 2010" finalists. While Pink and Gold rule the palette, myriad shades encompassed in the series are the highlight of this collection.

Pantaloons Femina Miss India 2010 collection is ruled by Indo western silhouettes. It starts on a western note and gradually cascades to the mystic beauty of the east. Comprised of colourful kurtis, fabulously flared skirts, Ghaghara's, vibrant top wear and short skirts, one has an option to turn things around from being contemporary to upscale trendy. Pair a kurti with your favourite denims or team a flared skirt with a western top, one has a variety of choices to opt from. This collection is an effort to rewrite the fashion rule book and is bound to infuse ones personality with the much needed vibrancy and panache.

This collection has been designed keeping in mind the aspirations of the contestants and is aimed towards providing a sneak peak to their personality, which sets them apart from others and gives them their winning streak.

Pantaloons also had a special in-house styling contest in store for the customers. The winners of the contest were styled by 'Pantaloons Femina Miss India 2010' Finalists. **Pooja Chopra, Beauty with a Cause Miss World Pageant 2009 and Pantaloons Miss India World 2009** judged the finale and awarded Mr.../Ms as the Best Styled person.

The collection will be available exclusively at select Pantaloons stores across the country. So go ahead and indulge in the new Pantaloons Femina Miss India collection 2010. Look pretty in pink, Svelte in Gold, make heads turn everywhere you go and be the show stopper of the collection.

Pantaloons' Facebook fans get all the information of what the Pantaloons Femina Miss India 2010 finalists are upto through an insider who provides scoop on all that's happening in the PFMI realm everyday. Popularly known as the '**Girl-in-Pink**', her eyes and ears follow & pick up every tit bit of information pertaining to what the girls are upto - in front of and behind the cameras! Watch out for the spicy Girl in Pink updates daily on the Pantaloons Facebook Fan page on www.facebook.com/Pantaloons.

About Pantaloons

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India's largest chains of fashion stores, with 46 stores across 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 26 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, Gaziabad, Nagpur, Surat & Nashik.

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