

## **Pantaloon launches first 'Pantaloon Woman' store in Alambagh, Lucknow**

**~Pantaloon Woman offers Wow Fashion at Wow Prices~**

**Alambagh/ Lucknow, March 20, 2017:** Pantaloon, India's leading fashion destination from Aditya Birla Fashion and Retail Limited, extended its shopping experience in Alambagh with the launch of 'Pantaloon Woman', an exclusive store for women. The store is spread across 4000+ s q. ft. and is located at Ramnagar Market, Alambagh.

Commenting on the occasion, **Mr. Shital Mehta, CEO - Pantaloon, Aditya Birla Fashion and Retail Limited** said, "Our first 'Pantaloon Woman' store in Lucknow will cater to women from all walks of life, spanning across working professionals to entrepreneurs and home-makers to students. Pantaloon Woman will address their day-to-day fashion and special occasion needs offering WOW FASHION AT WOW PRICES. Our trendy apparel and fashionably upbeat accessories are sure to make every Indian woman fall in love with fashion."

He further added "Apart from metros, we plan to expand our network extensively across tier-2 and tier-3 cities with a clear focus on making fashion accessible to women in all parts of the country. In love with Life, In love with Fashion being our guiding mantra – each one of our stores stands out as a fashion destination with a large number of exclusive fashion brands apart from some of India's most well-known fashion brands. We strive to create an exciting shopping experience by making high fashion accessible at affordable price-points".

Pantaloon Woman houses the ultra-fashionable collections such as The Lace & Coral Collection' from Honey, 'Global Artisan Collection' from Izabel and the latest trends such as cold shoulders, trapeze dresses and long length, asymmetric & reversible kurtas. The store also has stylish footwear and fashion accessories like women's handbags and fashion jewellery.

'Pantaloon Woman' houses some of the most well-known national and international brands:

**Ethnic Wear Brands include:** Rangmanch, Trishaa and Akkriti

**Western Wear Brands include:** Izabel London, Annabelle, Honey, SF Jeans and Bare Denim

**You can enjoy shopping at Pantaloon Woman at WOW Prices:**

**Women Western Wear:** Western Tops start at Rs.299, Bottom Wear starts at Rs.399, Denims start at Rs.799 and Dresses start at Rs. 899.

**Women Ethnic Wear:** Women's Kurtis start at Rs.599 and Fashion ethnics start at Rs. 799.

**Footwear** is available at delightful prices starting from Rs. 499, handbags start at Rs. 199, while **Fashion Jewellery** starts at Rs. 49.



**Store Address:** Pantaloon's Woman, 551J/358, Ramnagar, Kanpur Road, Alambagh, Lucknow- 226005

**About Pantaloon's**

Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing fashion retailers. Constantly innovating designs, concepts and products by infusing the latest trends in fashion and clothing styles, Pantaloon's has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

The first Pantaloon's store was launched in Kolkata in 1997. Over the years, the brand has undergone an evolution process to bring to life compelling trends and styles catering to every fashion need for women, men and kids.

**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 Pantaloon's 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, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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