

For Immediate Release

Central launches its first store in High Definition

The Next Generation store opens its doors to customers in New Delhi

15th September, 2016 New Delhi: Redefining the fashion and lifestyle retailing concept in India, Future Group launches its first ever **Next Generation CentralStore** at Aerocity in World Mark 3. Offering world class designs, with over 500 brands displayed in high definition and latest trends, this one-stop destination for shoppers will ensure the best shopping experience for the people of India's fashion capital.

Central in Aerocity aims to attract the style savvy individuals from one of the trendiest cities of the country. With world class services and a bouquet of high fashion brands to shop from under one roof, the Next Generation Central will take the shoppers' buying experience to the next level.

With state of the art décor, minimalistic fixtures and an aspirational fashion boutique feel, the Next Generation Central vows to provide a delightful shopping experience to its customers right from the time they enter the store to the billing and cash counters. The space has subtle displays that compliment the store design and aesthetics. The store is designed & specialized to offer an enhanced and a more customized service to shoppers as per international standards.

The Next Generation Central at Aerocity will showcase a premium mix of national & international brands in various categories like Men's and Ladies Formal Wear, Casual Wear, Ethnic Wear, Cosmetics, Fragrances, Handbags, Watches, Men's and Ladies Footwear, Toys, Kids Apparel, Lingerie and more. From brands like Tommy Hilfiger, Guess, Gucci, FCUK to acclaimed designer names like Michael Kors, Giorgio Armani, Ferragamo, Calvin Klein, Diesel, Roberto Cavalli, Versace, Dolce & Gabbana, Central will serve as the one stop shop for the fashion conscious customers of the capital.

Speaking at the launch, **Mr. Kishore Biyani, Group CEO, Future Group** said, ***"We have always believed in staying ahead of the curve and understanding the need of our ever evolving customer. The launch of the New Generation Central that brings fashion in high definition is an attempt to bring experiences to the customers that they don't even know they want yet. The amalgamation of world class brands with experiential design at the store provides customers with a global experience while keeping in mind Indian sensitivities"***

For the fashionistas of New Delhi, this Next Generation Central is sure to appeal to their evolving tastes and meet the need for high definition fashion, through all seasons and for all ages.

Unique offerings that will enhance customer experience:

- Assisted shopping
 - **Valet Parking**- To give its customers a comfortable shopping experience, this next gen store has an exclusive valet parking service.
 - **Golf Cart Service**: A golf cart for a pick up and drop within Aerocity premise.
 - **Central buddies & ushers at entry** – Central buddies at the elevator and ushers at entry will assist shoppers with store navigation and ongoing offers
 - **Fashion stylists** – They will help shoppers with expert advice on latest fashion trends
 - **By appointment** – Shoppers will be able to book an appointment with fashion stylists at stores who will help them revamp their wardrobe
 - **Fashion attendants** – Store staff to double up as fashion attendants for shoppers
 - **Reserved** – Shoppers can now choose a product and reserve it for free, for up to 48 hours if they are not sure about it instantly
 - **WhatsApp shopping** – Customers can now send their requirements through a WhatsApp message, get options and have the chosen product delivered to their doorstep
 - **Lux Billing** - A sit down billing is a unique feature, to ensure comfort to the shoppers
 - **Complimentary Wifi**– Following the international store trends, this Next Generation Central offers complimentary wifi service to its shoppers
- Ambience and store facilities
 - **Central aroma** – A distinct Central aroma will welcome shoppers at each floor
 - **Mother's room** – Convenience hub for mothers that will give them a private space for nursing and changing diapers along with added amenities like milk bottle heaters and food heaters
 - **You are special** – Various exclusive benefits will be provided to Central Privilege shoppers, senior citizens and expecting mothers

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear,

accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Baroda, Indore, Vizag, Patna and Surat. At present there are 33 Central stores present in 18 cities operating over 3 million squarefeet of retail space across India.

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