



## Future Group Opens Design Studio in London

*~ To launch a fast fashion brand in India with global design sensibilities ~*

**Mumbai, September 23, 2015:**Future Lifestyle Fashions today announced the opening of its studio in London, the fashion capital of the world. The London office will house the Design Studio that will infuse the company's brands with global designs, trends and sourcing capabilities and also curate a globally inspired fast fashion brand for the Indian market.

Located in Victoria, London, theDesign Studio houses an international team of designers and merchandizing experts. London's Victoria district has emerged as the new fashion hub of the City. While the likes of Tom Ford and Burberry have their headquarters located in the neighborhood, offices of Victoria Secret, Burberry, Dolce &Gabbana, Moet Hennessy, Richemont and Jimmy Choo are also in close proximity. As part of this vibrant fashion ecosystem, Design Studio will tap into global talent and networks for identifying trends, fashion design and sourcing of materials and merchandize that will fuel its fast fashion brand.**Its first collection will be launched in Spring-Summer 2016.**

Speaking on this, **Mr. Kishore Biyani, Managing Director, Future Lifestyle Fashions**, said, "Indian fashion is evolving at a rapid pace and incorporating global trends and sensibilities. Women in India today shop for fresh fashion eight to ten times in a year. Our Design Studio in London will develop a fast fashion brand that responds to these needs and infuse our brands with global sensibilities and innovation in design and sourcing."

The Design Studio will be led by **Ms. Manjula Tiwari** who joined Future Group from Jabong earlier this year. Manjula has over two decades of experience in the fashion industry and had been involved in introducing global brands such as Espirit and United Colors of Benetton in India. The design team in London will be led by **Ms. Ainsley Dart**, a seasoned professional who has been instrumental in directing and leading large design teams of multi product, fast fashion women's wear for global retail brands and major suppliers such as Courtalds and Dewhirst.

Future Lifestyle Fashion markets leading international and domestic brands such as Lee Cooper, Converse, Indigo Nation, Scullers, Daniel Hechter, Giovanni, Urbana, John Miller, Jealous 21, aLL, UMM, RIG, Champion, Umbro that are retailed through the company-owned department store network, Central, other retail chains such as Planet Sports and Brand Factory. Most of these brands are also available at exclusive brand outlets, other department stores and fashion chains across India. The company also has investments in fast growing fashion brands such as Tresmode, Mineral, Desibelle, Mother Earth, Pepperone, Famozi and Turtle and operates joint ventures with Hidesign and Clarks. With over two dozen brands and 5 million square feet of retail space, Future Lifestyle Fashions sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.